



October is Child Abuse Prevention Month

Broadcast time: 08:15

Friday, October 1, 2010

Corporate Communications

416-808-7100

The "Show You Care Toronto" campaign, launched by Toronto's four Children's Aid Societies, marks the start of Child Abuse Prevention Month in October. The campaign aims to raise public awareness about how to report child abuse to local Children's Aid Societies. The campaign will run from Thursday, September 30, 2010 to Thursday, October 7, 2010.

Two hundred plush stuffed teddy bears, cats and puppies will be located in public areas, office buildings and police stations throughout downtown Toronto, and across the city, challenging Torontonians to take notice and show how much they care about child abuse prevention by texting the word CARE to 82442, or calling 416-960-2327, to have a toy donated to a child in need.

[Please click here](#) for more information.

Constable Wendy Drummond, Corporate Communications, for Meaghan Gray, Corporate Communications