



## **NEWS RELEASE**

### **FOR IMMEDIATE RELEASE**

Contact: Dana Manners  
Child Abuse Prevention Center  
(714) 955-6580  
DManners@BrightFutures4Kids.org

### **CAPC BUSINESS ADVISORY BOARD**

#### **Orange County Business Professionals Join Forces Against Child Abuse**

**Orange, CA – February 4, 2009** – The Child Abuse Prevention Center’s Business Advisory Board re-launched in January under the direction of Development Director, Craig Strenger, and Chairperson, Lisa Porcelli. Together, they hope to provide an outlet for business professionals to support the mission of the Child Abuse Prevention Center with a smaller time commitment than joining the Board of Directors.

“I have a strong, personal desire to help and give back through volunteering my time and providing leadership aligned with a cause that I feel truly makes a strong, positive impact in Orange County,” comments Lisa Porcelli. “As Chairperson of the BAB, my main goal for the group is to support the development of the Prevention Center and assist achieving goals, bring more awareness to the organization and its mission, and to create opportunities for the community to learn about the Prevention Center so they can become involved locally.”

The Business Advisory Board, the BAB, was created four years ago to provide an avenue for business and community leaders to volunteer their resources and time in support of the Prevention Center. Their main role is to guide and assist the Development Team in achieving their fundraising goals and objectives. This is primarily accomplished by assisting the Prevention Center’s two annual campaigns, Families Helping Families in the fall and KidCare in the spring, in addition to their annual events.

This year's BAB is off to a wonderful start with 16 members and looking to grow to 25. The group meets once each quarter to discuss various ways to support the Prevention Center and to receive an update on the agency's progress. Members share their expertise, and often times offer business connections that the agency may benefit from. Most of all, the BAB offers members a way to make a hand-on contribution to a great cause.

"The BAB is an important resource to the Child Abuse Prevention Center, bringing vital volunteers with varying expertise and contacts to help ensure that the Prevention Center realizes the financial goals set out for the fiscal year," comments Craig Strenger, Director of Development. "It is also the best portal for a volunteer who is looking to become a long-term solution provider, while experiencing first hand how the Prevention Center interacts with the at-risk population we serve. I am proud of the group and the direction the chairperson Lisa Porcelli wants to go."

For more information about the Business Advisory Board or the Child Abuse Prevention Center, please visit [www.BrightFutures4Kids.org](http://www.BrightFutures4Kids.org).

The Child Abuse Prevention Center is dedicated to serving at-risk children and families with programs that break the generational cycle of child abuse and family violence. The Prevention Center's early intervention programs have well-documented records of strengthening and improving parent-child relationships and working to prevent abuse before it occurs. Since 1983, the Prevention Center has served more than 190,000 Orange County residents. For additional information, please visit the Prevention Center's web site at [www.BrightFutures4Kids.org](http://www.BrightFutures4Kids.org).

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