 Click to Print

[SAVE THIS](#) | [EMAIL THIS](#) | [Close](#)

Posted on Mon, Sep. 21, 2009

Campaign to draw foster-child mentors opens

By Olivia Biagi

INQUIRER STAFF WRITER

The Philadelphia Department of Human Services is launching a 60-day campaign tomorrow to attract more mentors for foster-care children and volunteers in the child-welfare system.

"We are not asking for foster-care parents or adoptive parents," said Alicia Taylor, communications director for DHS, adding that the campaign's message is that "you don't have to raise a child, just raise a hand."

The Web-driven campaign features three public-service announcements that ask people to visit the Web site raisemeup.org and learn ways to get involved in the child-welfare system. The site lists eight community partners, which include Big Brothers, Big Sisters of Southeastern Pennsylvania and the Philadelphia Youth Network.

The television ads will be introduced tomorrow during a noon program at Lincoln Financial Field and will debut on stations the same day.

"We are saturating the market," Taylor said. The ads will also air on radio and appear on SEPTA property.

Mayor Nutter and DHS Commissioner Anne Marie Ambrose will also attend.

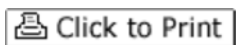
In addition, Eagles wide receiver Jeremy Maclin will talk about the importance of the mentor in his life: his former peewee coach, Jeff Parres.

Maclin will "talk about how important it was for him to have a caring adult in his life," said Kathy Geller Myers, communications director for Pennsylvania Partnerships for Children. While Parres never adopted Maclin, he played an important role in the football player's life, Myers said.

The Raise Me Up Campaign is sponsored by Casey Family Programs, a national program aimed at improving the child-welfare system.

Find this article at:

http://www.philly.com/inquirer/local/20090921_Campaign_to_draw_foster-child_mentors_opens.html



[SAVE THIS](#) | [EMAIL THIS](#) | [Close](#)

Check the box to include the list of links referenced in the article.

© Copyright | Philly Online, LLC. All Rights Reserved. Any copying, redistribution or retransmission of any of the contents of this service without the express written consent of Philly Online, LLC is expressly prohibited.