

# Christian Children's Fund

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## **FOR IMMEDIATE RELEASE**

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## **From Richmond to Brazil to Senegal to the Philippines, Christian Children's Fund is Walking Across the World**

**Richmond, Va.** – May 27, 2009 – They've been to Mexico and seen how Early Childhood Development programs are improving lives; they stopped in Brazil to see that "toy libraries" are giving children an opportunity to play with educational toys; and they've gone to Senegal to see how bed nets prevent the spread of malaria.

The "they" is Christian Children's Fund staff, who is walking around the world as part of a company-wide initiative to educate employees about their health and to highlight our programs.

"In many countries around the world, children have to walk miles and miles each day to go to school or to find clean drinking water for their household or to receive adequate health care. They're not walking for their health – they're walking because they have no other choice," said CCF President and CEO Anne Goddard. "Here in the U.S. we often take walking for granted."

CCF's "Walk Across the World" initiative began in April and in the first six weeks of the program about 100 employees have combined to walk nearly 9,000 miles. Along the way around the world employees are virtually visiting some of the 31 countries where CCF helps deprived, excluded and vulnerable children. Additional stops include India and the Philippines.

The journey started and will end at CCF's International Office in Richmond, Va. To calculate the miles, CCF's employees are wearing pedometers to count steps. Every 2,000 steps equals a mile.

While CCF's journey has been impressive to date, there's still quite a journey ahead – employees have to take a total of 57 million steps to complete this initiative. In the first six weeks of "Walk Across the World" CCF has tallied nearly 18 million steps.

For more information about CCF, visit [www.christianchildrensfund.org](http://www.christianchildrensfund.org). CCF will become ChildFund International on July 1.



*Christian Children's Fund is a global force for children, helping the world's deprived, excluded and vulnerable survive and thrive in order to reach their full potential. Serving children since 1938, CCF works in 31 countries and helps more than 15.2 million children and family members worldwide, regardless of race, creed or origin. CCF is a member of the ChildFund Alliance. It has earned 4 stars from Charity Navigator.*