

Christian Children's Fund

Member of **ChildFund**
Alliance

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CCF to Join Thousands of Bloggers to Discuss Poverty

Richmond, Va. – Oct. 13, 2008 - “Poverty isn’t something you can fully convey in a photo,” said Christian Children’s Fund President and CEO Anne Goddard. “It is overwhelming. It is massive.”

In an attempt to more fully convey the impact of poverty, CCF will join Internet bloggers worldwide on Oct. 15 to take part in [Blog Action Day](#).

Blog Action Day is a nonprofit event started by volunteers in 2007 to unite the world’s bloggers, podcasters and videocasters to post blog entries about the same issue on the same day. Last year more than 20,000 blogs participated in the event, which focused on the environment. This year’s theme focuses on poverty, which is an issue CCF tackles every day.

CCF will discuss poverty and its effect on deprived, excluded and vulnerable children throughout Oct. 15 on its blog at [CCF in the Field](#).

A 2005 CCF poverty study showed that children understand poverty as a deeply physical, emotional and social experience. The study – “Understanding Children’s Experience of Poverty” – also revealed that children are more sensitive to and affected by poverty than adults realize.

“Children are acutely aware of its divisive nature and feels its effects particularly in terms of changing and constraining their relationships with family,” the study said.

The goal of poverty reduction has been a top goal of international development for decades. The central objective of the United Nations’ Millennium Development Goals is halving global poverty by 2015.

For more information on Blog Action Day, visit www.blogactionday.org.

“We invite bloggers to examine poverty from their own blog topics and perspectives, to look at it from the macro and micro, as a global condition and a local issue, and to bring their own ideas, views and opinions on the subject,” Blog Action Day volunteers said on their Web site.



Christian Children's Fund (CCF) 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 32 countries and assists approximately 15.2 million children and family members worldwide, regardless of race, creed or origin. CCF is a member of the ChildFund Alliance.