

CASEY FAMILY SERVICES SPONSORS WEDNESDAY'S CHILD IN CONNECTICUT

Thanks to a unique partnership between Casey Family Services and WTNH-TV (ABC affiliate) in New Haven, Connecticut, seven children have found loving families willing to adopt them. Casey became the sponsor of "Wednesday's Child," a weekly feature about adoption that helps to find permanent, adoptive families for specific children in Connecticut foster care. "Wednesday's Child" profiles individual children who are waiting to be connected to a loving family. The heart-warming segments air every Wednesday during the noon and 5 p.m. newscasts.

According to Veronica Douglas, the segment host, "Wednesday's Child" went off

the air in November 2003 after running for about a year. When Casey moved its headquarters to New Haven, the organization soon began partnering with Douglas on a host of youth issues. As the relationship grew, the exciting opportunity for sponsorship developed.

Under the sponsorship agreement, Casey promotes the show, as well as general recruitment and other children and youth issues. The spots also are being used to promote the "One for One" foster parent recruitment campaign that supports a treatment foster care collaborative between Casey and the Yale Child Study Center.

"We hope to expand on the recruitment model we've created in Connecticut and explore similar opportunities with media outlets in our other division areas," says Lee Mullane, Casey's director of communications. WTNH is aiding that effort, distributing Casey's public service announcements to other New England stations within its LIN Television Network. "In this agreement, Casey and the station are equal partners in locating families for life for Connecticut's children. And that commitment unites us in making our campaign—and "Wednesday's Child"—a success in this state."