

## Dallas CASA honored by NorthPark50: Fifty Years of Giving

**Dallas, Texas, Sept. 8, 2015**—NorthPark Center is celebrating its 50<sup>th</sup> anniversary with NorthPark50: Fifty Years of Giving, an initiative that will give back to 50 organizations for 50 days. Dallas CASA is proud to be the first gift recipient.

NorthPark Center has given four billboards to help Dallas CASA recruit additional volunteer advocates to serve abused and neglected children. CASA volunteers gather information to help judges determining the best outcomes for children. A CASA volunteer may be the only consistent adult for an abused child during a frightening, uncertain time. Last year, nearly half of the children in protective care due to abuse or neglect did not have a CASA volunteer by their side.

“For more than 50 years, NorthPark Center has had the great opportunity to partner with numerous nonprofit organizations, helping them reach new audiences and raise funds for important causes. As we embark on NorthPark Center’s 50<sup>th</sup> anniversary this year, we thought of no better way to celebrate than by giving back to the organizations we treasure,” said Nancy A. Nasher, co-owner of NorthPark Center with her husband, David J. Haemisegger.

Billboards are strategically placed for maximum profile, including NorthPark’s own longstanding billboard at Central Expressway and Walnut Hill Lane which receives more than 250,000 daily impressions. Dallas CASA’s goal is to serve every child in need by 2019. To do that, the organization needs to double the number of volunteer advocates.

“NorthPark’s gift of well-placed billboards publicizing the call to become a child’s advocate will have an enormous impact on our ability to recruit more community volunteers,” Dallas CASA Executive Director and President Kathleen LaValle said. “It can take several contacts to move an individual to volunteer to become a constant, reliable adult in the life of a child. A billboard message can plant the initial seed or deliver the final nudge that brings the volunteers we need to be sure no child navigates the child welfare system alone.”

NorthPark opened on Aug. 19, 1965. Since then, the mall has doubled in size and receives 26 million visitors a year. NorthPark has served as the host for Dallas CASA’s Parade of Playhouses for 20 years.

In 2014, more than 770 Dallas CASA volunteers served 2,260 Dallas-area children living in protective custody.

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## PRESS RELEASE

### **About Dallas CASA**

All children have the right to be safe. In 2014, almost 4,400 abused and neglected children were in the protective care of the courts because it wasn't safe for them at home. Sadly, nearly half of these children did not have CASA volunteer advocates to speak for them. For many abused children a CASA volunteer is the only constant adult during a frightening, uncertain time. CASA volunteers gather information to help judges decide where these children can safely and permanently live. CASA volunteers can make an immediate and critical difference in the lives of abused children. By 2019, Dallas CASA hopes to become the largest CASA program in the country to serve all abused children in protective care. To learn more about advocating for abused children, call 214-827-8961 or visit [dallascasa.org](http://dallascasa.org).

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