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**For Immediate Release:**

## **CHNK Partners with Izzy's for National Child Abuse Prevention Month**

*April 5, 2016, Covington, KY* – In honor of National Child Abuse Prevention Month, Children's Home of Northern Kentucky (CHNK) is partnering with Izzy's, home of the *World's Greatest Reuben*, throughout the month of April to promote the importance of communities – and businesses within those communities – working together to prevent child abuse.

Through the end of the month, Izzy's customers can purchase a blue paper ribbon for a \$1 donation in support of Children's Home of Northern Kentucky. Ribbons will be posted in each of Izzy's nine restaurants for the duration of April, providing a visual cue that child abuse prevention is a community issue, and that every member of the community can be a part of raising awareness and sharing strategies for prevention.

Customers dining in at each Izzy's restaurant will also notice table tents promoting CHNK's behavioral health and substance use treatment programs for adolescents, as well as opportunities for joining the fight against child abuse. In addition to being able to purchase a blue ribbon in-store, customers can text 33923 to make a donation to CHNK straight from their smartphones.

"April is a time to celebrate the important role that communities play in protecting children and strengthening families," says Rick Wurth, CHNK Chief Executive Officer. "This is a team effort; everyone's participation is critical to bringing an end to child abuse and neglect, and the first step to ending it to call attention to it. We commend John Geisen and his team at Izzy's for leading the way in the business community."

In addition to the in-store awareness efforts, Izzy's will use their social media network to share facts about CHNK, statistics around child abuse and neglect, and ways to identify abuse or neglect with customers throughout the month.

"Children deserve safe and loving homes," said John Geisen, Izzy's President. "We hope through this partnership that we can raise awareness of the issue, and help work towards ensuring that greater Cincinnati children feel safe, and get to live happy lives."

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**About Children's Home of Northern Kentucky:** Children's Home of Northern Kentucky is a behavioral health services organization, specializing in behavioral health, mental health, and substance use treatment for youth and families. Programs include Residential (campus-based) Treatment, Intensive Outpatient, and Outpatient (community-based, school-based, and in-home) Services. An experienced team of healthcare professionals



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utilizes an array of treatment interventions to best meet the needs of each individual youth and family. Personalized intervention plans and continuity of care are emphasized. Accredited by the national Council on Accreditation, CHNK has served the Northern Kentucky community and Commonwealth of Kentucky for over 134 years.

For more information about Children's Home of Northern Kentucky, please visit [www.chnk.org](http://www.chnk.org) or contact Rick W. Wurth, Chief Executive Officer, at 859.292.4177 or 859.468.5418.

**About Izzy's:** Founded in 1901 by the Kadetz family, Izzy's was the first Kosher style delicatessen west of the Alleghenies. Consistently named the "Best Deli in Cincinnati," and known as the home of the "World's Greatest Reuben," Izzy's still serves the classic homemade recipes Izzy Kadetz was handed down from his father, dating back to 1901. Izzy's can be found in Downtown Cincinnati on Main Street & Elm Street, as well as in Anderson, Ft Wright, Florence, Forest Park, Red Bank, West Chester, and Western Hills. To learn more, visit [www.izzys.com](http://www.izzys.com).