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## Community Trust Bank goes blue for kids

by Rebbeca Kissick Hake

**April 02, 2009**

Lexington, KY - Last year, in the state of Kentucky over 88,290 children were reported as abused or neglected to the Cabinet for Health and Family Services. This represents over 10,900 children in central Kentucky alone. April is Child Abuse Prevention Month. This month affords us all the opportunity to raise awareness of the tragedies of child abuse and neglect, and in doing so, we hope to brighten the future for generations to come. The goal of this month-long observance is to engage the citizens of the commonwealth to show support and concern for Kentucky's most vulnerable citizens.

Recognizing the alarming trend of increasing rates of child abuse and neglect in our region, Community Trust Bank pledged to do something about it by "Going Blue for Kids!" Four years ago during the month of April, Community Trust Bank branches in central Kentucky communities began handing out blue ribbons and awareness information to patrons during the month. This simple action got people talking and began conversations about the role each of us has to play in child abuse prevention efforts.

Building communities built on trust is not simply a slogan for Community Trust Bank, it is a commitment the bank and each of its employees have made to the citizens of Kentucky. As the largest Kentucky based bank holding company, the corporation respectfully acknowledges and highly values the enormous amount of confidence patrons have in them. For all of those whose lives they touch, both directly and indirectly, and the communities they serve, the goal is the same- to build communities, built upon trust, day by day, year by year. Promoting efforts to help build safe and stable families is one in which they are demonstrating this commitment.

The bank furthered their commitment to the families and children of central Kentucky by sponsoring the Pinwheel for Prevention campaign, beginning in 2007. The blue and silver pinwheel symbol is now being used nationwide to raise awareness about child abuse and neglect prevention. The pinwheel was chosen to represent imagery of hope and promise, depicting that when individuals take part in this campaign they are making the statement they believe every child deserves to be raised in a healthy, safe and nurturing environment.

The pinwheel campaign is now in its third year and Community Trust Bank branches in Central Kentucky are once again "Going Blue for Kids." Community Trust Bank Regional President, Mike Wasson, stated the bank is "proud to support any effort designed to promote safe children and healthy families in our local community. We live here, we work here, we have families here and ensuring our future is what we are all about."

The bank's commitment extends beyond just the month of April. Over the last four years, Community Trust has supported training opportunities and awareness events as well as raising over \$13,150 to benefit the programs and services of Prevent Child Abuse Kentucky. Further, Regional President Mike Wasson, has devoted countless hours of volunteer service to the agency and has encouraged other to do the same. Community Trust Bank's leadership and dedication to keeping children safe demonstrates their commitment to families in central Kentucky. Child abuse is a community problem and finding solutions depends on the

involvement from people throughout the community.

Child abuse prevention has more than one solution. The solutions surround us □ they are our friends, families, neighbors, human service providers, law enforcement personnel, educators and faith communities. In these difficult economic times, it is essential we all work together to accomplish our mission of protecting Kentucky's children. Child abuse and neglect prevention is everyone's business □we all have a role to play. For information on how you can become involved in prevention efforts, please contact Prevent Child Abuse Kentucky at 1-800-CHILDREN or log on to [www.pcaky.org](http://www.pcaky.org) for more information. To purchase your □Pinwheel for Prevention,□ stop by any Community Trust banking location throughout the month of April.

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