



News from the Mayors' Action Challenge for Children and Families

For Immediate Release:

April 6, 2009

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One Hundred Mayors Join National Challenge to Improve Child and Family Well-Being

Washington, DC – One hundred mayors from across the country have joined together as part of a new initiative called the Mayors' Action Challenge for Children and Families. Under the Challenge, mayors set specific, measurable, locally-defined goals and targets to help children and families in four key areas:

- Providing opportunities to learn and grow;
- Ensuring a safe neighborhood to call home;
- Promoting healthy lifestyles and a healthy environment; and
- Supporting financially fit families in which children can thrive.

The Challenge was created to promote city leadership and accountability, while encouraging mayors to build on innovative local strategies developed in recent years. At a time when the ability of cities to act is constrained by tight budgets, mayors have shown they are determined to help struggling families meet their needs and ensure that young people reach their full potential.

“The future economic vitality of our cities and our nation depends on the investments we make in our young people,” said Savannah, Ga., Mayor Otis S. Johnson, 2009 chair of NLC’s Council on Youth, Education, and Families. “We know that a failure to invest in children and families guarantees that we will pay much greater costs down the road.”

“Many of our citizens are facing immense challenges and it is our duty to do our best to help them through these challenges,” said Charleston, S.C., Mayor Joseph P. Riley, Jr., one of the initiative’s 26 founders and the 2008 chair of NLC’s Council on Youth, Education, and Families.

To see the list of all 100 participating mayors and their local targets, visit www.mayorsforkids.org.



Each of these mayors is committed to collaborating with school district, county, state, and community partners to identify effective strategies and interventions. Mayors participating in the Challenge are setting goals and benchmarks tailored to local circumstances, needs, and priorities for the children and families in their cities.

“Cooperation on these issues is the only way we can meet them head on and achieve real results for our cities,” said New York City Mayor Michael R. Bloomberg.

The Mayors’ Action Challenge for Children and Families is supported by the National League of Cities through its Institute for Youth, Education, and Families. The National League of Cities is the nation’s oldest and largest organization devoted to strengthening and promoting cities as centers of opportunity, leadership and governance. NLC is a resource and advocate for 19,000 cities, towns and villages, representing more than 218 million Americans.

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