



CASA of Arizona
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CASA of Arizona.org

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FOR IMMEDIATE RELEASE

***Note: Here is the Dropbox link to access the photos of the billboard ads:**
<https://www.dropbox.com/sh/ymvowtc0421mj6k/AABqq1eVZixQRBH9QcdxxVRda?dl=0>.
Bruce and Chris Arians are available for interviews on this topic depending on their schedules.

Bruce Arians challenges Arizonans to step up for foster children. Arians partnering with CASA of Arizona to recruit hundreds of new volunteers.

(Phoenix, AZ—March 20, 2017) Bruce Arians, head coach of the Arizona Cardinals, will be appearing on TV screens, billboards and mobile phones statewide this month, encouraging folks to get involved in his “Red Flag Challenge” by volunteering their time as a Court Appointed Special Advocate, or CASA volunteer. The campaign, which will run through April, was made possible by a \$75,000 grant to CASA of Arizona from the National CASA Association.

“Helping children in foster care is near and dear to my family. My wife, Chris, has been involved with CASA programs in the several states we’ve lived, and it’s an honor to support the program here in Arizona,” Bruce said. “I’m looking forward to celebrating a great turnout from the community in response to the Red Flag Challenge.”

The campaign aims to recruit at least 100 new CASA volunteers statewide by the end of April. CASA volunteers speak for the best interests of abused and neglected children whose futures are being decided during juvenile court proceedings. In a child welfare system challenged by increasing caseloads, a CASA volunteer can make the single greatest difference in a child’s life and ensures the child receives services such as therapy, substance abuse counseling, and special medical or educational support during their time living in out of home care.

“CASA volunteers bring the child to life for the judge,” said Nancy Molever, state program manager for CASA of Arizona. “They make the courts aware of each child’s unique circumstances and needs and ensure that the child has someone consistent in their lives.”

Unfortunately, not every child gets the benefit of having a CASA volunteer on their side. There are more than 17,000 children in foster care statewide, and just over 1,000 CASA volunteers, which means less than one out of ten children is fortunate enough to be appointed a CASA volunteer.

Fortunately, CASA Programs in Arizona are prepared to support new and current CASA advocates ready to get involved.

The campaign begins March 20 and will run throughout the month of April. Individuals who are interested to volunteer their time as a Court Appointed Special Advocate can visit [CASARedFlag.com](https://www.casaredflag.com).

About CASA of Arizona

The CASA Program has been in Arizona since 1985, empowering everyday citizens to get involved by lending their voice to a child in foster care. There is a CASA Program in each county in Arizona that provides background checks, training and oversees all CASA volunteers. For more information on the program visit [CASAofArizona.org](https://www.casaofarizona.org).

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