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FOR IMMEDIATE RELEASE

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TBCAC Teams Up with Honor Bank & Wild Juniper Nursery to Protect Children

Traverse City, MI, February 1st, 2023 — Beginning February 1st, the Traverse Bay Children's Advocacy Center, in partnership with Honor Bank and Wild Juniper Nursery, will launch a three-month campaign encouraging local residents to commit to protecting children in our community from sexual abuse.

The initiative, called **Seeds for Protection**, asks local residents to show their sustaining promise to protecting children in our community by donating \$10, \$15, \$20 or \$25 each month. Honor Bank will match the first \$5,000 in donations. "We are humbled to partner with the Traverse Bay Children's Advocacy Center on this important community initiative and look forward to seeing this work continue to flourish in the lives of children and their families across our region," **shared Norm Plumstead, President and CEO of Honor Bank.**

As a thank you for their ongoing pledge to local children, **the first 1,000 community members to sign-up will receive a seed packet of locally cultivated seeds** from Wild Juniper Nursery. The locally sourced seeds were donated by Tom Jessmore, owner and operator of the nursery. Jessmore says it was an easy decision to partner with the Center. "I've seen first hand the services Traverse Bay Children's

Advocacy Center provides to our communities. Their services provide depth and support which makes our community a better place for children to live and thrive. We all benefit from their outstanding work."

The Traverse Bay Children's Advocacy Center invites local businesses to encourage their employees to join this important mission by offering to match the first month of donations. **"The seeds are a symbol of children,"** commented Ginger Kadlec, CEO of Traverse Bay CAC, "they need nurturing, protection and support to thrive. And, it takes all of us working together to ensure that our children are protected. Keeping kids safe is a community effort."

About the Traverse Bay Children's Advocacy Center: The nationally accredited Traverse Bay Children's Advocacy Center brings help, hope and healing to child victims of sexual and physical abuse, as well as children who witness violence. Our mission is to protect children by supporting multidisciplinary investigations into alleged cases of child abuse by conducting child forensic interviews in a safe, supportive and child-sensitive environment. We help children and their families heal through our in-house therapeutic services and offer prevention education throughout the six-county region. The Traverse Bay Children's Advocacy Center was founded in 2010 and has served over 3,400 children in Northern Michigan.

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