



PRESS RELEASE

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ARM's Seven Campaign Initiative to Protect Children Transitions to **enditnow**

Silver Spring, MD. August 19, 2015 – Adventist Risk Management, Inc. (ARM) is transitioning its campaign that focused on preventing child abuse to the **enditnow** campaign, led by the Women's Ministries department of the Seventh-day Adventist Church and the World Divisions. The move will enhance the resources provided by the **enditnow** campaign and expand its focus to children in distress. The transition will be completed this fall.

"We're grateful that ARM is sharing its resources with us. This is a meaningful contribution to our mission to protect women and children around the world from abuse and neglect," said Heather-Dawn Small, director of Women's Ministries for the Seventh-day Adventist World Church. "It is a natural progression in our journey to reach not only women in trouble but their children as well."

Launched in 2012, the Seven Campaign raised awareness on child abuse, including bullying, neglect, physical and sexual abuse against children. The transition comes as leaders at ARM felt **enditnow** would be a better platform to share preventive resources globally. **enditnow** is a well-known and established initiative that has called attention to the plight of women around the world who suffer in silence against physical and emotional abuse.

"We've seen that **enditnow** has impacted the lives of many women and we want this important focus to expand to children who are in danger," said Bob Kyte, president of ARM. "Our mission is to encourage risk management and any way we can help other ministries of the Church protect the most vulnerable."

Learn more about **enditnow** and its digital resources at www.enditnow.org.

Adventist Risk Management, Inc. is the risk management company for the Seventh-day Adventist Church, headquartered in the Washington DC area. We provide risk management services and insurance product solutions to assist the Church in eliminating oversights that can lead to costly accidents. ARM employs 130 people around the world with its corporate headquarters in Silver Spring, MD, and satellite offices in Riverside, CA, St. Albans, England and Brasilia, Brazil. Please contact Frenita Buddy at 301-680-6929 for more information.

Please visit our website at www.adventistrisk.org. We also invite you to follow us on [Twitter](#) and [Facebook](#).

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