



**PARENTAL STRESS
CENTER, INC.**

Believing in the Power of the Family

For Immediate Release

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Parental Stress Center Award Named in Memory of Community Champion

In July of 2003, Pittsburgh lost a dearly loved visionary and community advocate who spent a lifetime assisting families and children who were struggling to overcome the debilitating effects of poverty and difficult life challenges. To honor her profound impact in the community, the Parental Stress Center has named their annual "Friend of the Family" award in her memory.

David Newell, Director of Public Relations for Family Communications Inc., and widely known as the speedy deliverer "Mr. McFeeley" of Mr. Roger's Neighborhood, will receive the first "Frieda M. Shapira Friend of the Family Award" on Saturday, December 13th, at Parental Stress Center's annual celebration, to be held at the Pittsburgh Golf Club from 6:00 PM to 10:00 PM.

One hundred fifty community leaders from the political, legal, judicial, foundation and business fields, who support the Parental Stress Center's mission to prevent child abuse and neglect, are expected at this year's celebration.

Newell will be honored for his unrelenting commitment to children and families in crisis, an attribute that he has repeatedly demonstrated for nearly two decades as an active board member and volunteer leader at the Parental Stress Center. A true "Friend of the Family," Newell has advocated for inter-disciplinary approaches and partnerships, realizing that long-term positive impact will occur in the lives of children when organizations combine resources and strategies for success.

Frieda M. Shapira, whose father co-founded the Giant Eagle supermarket chain and whose son David Shapira now heads it, was widely known for her volunteer leadership and compassion for children and families in crisis. Parental Stress Center was one of many local nonprofits that benefited from her wisdom and generous spirit.

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This year's family celebration will also spotlight the Parental Stress Family Center Holiday Giving Program that provides presents, assistance and Holiday cheer to families in the Southwestern PA region. The Agency provides service in surrounding counties, provides intensive in home support, and builds upon family strengths and capacity.

Parental Stress Center has recently moved to a new East Liberty location that offers a one-stop shop to families and children looking for multiple support systems to rise above their life challenges. Home to a continuum of family service providers, Parental Stress partners with the Allegheny County Juvenile Court, East Liberty Family Support Center, Head Start, the Greater Pittsburgh Literacy Council, Family Guidance, the PA Housing Alliance, and Youth Enrichment Services to support and strengthen all family members, caregivers and their children.

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