

Atlanta, GA, (April 12th, 2013) Oana Hogrefe Photography is delighted to announce the Childhood Apraxia of Speech Association of North America (CASANA) as the beneficiary of the 2014 Childhood Calendar fundraising journey.

Each year, a public casting call is issued and 25-35 children are chosen to be photographed (mostly in the greater Atlanta area) as part of this effort. Funds are collected through the session fee, the online voting for the featured month images, and the sales of the calendars. 100% of net profits are donated to that year's chosen charity. The Childhood Calendar, now in its fourth year, has raised over \$20,000 since its inception.

"It is a joy to involve the community each year through the various stages of the Childhood Calendar project. Parents and children alike delight in being able to help fund both well-known as well as smaller non-profits, while creating beautiful images at the same time. We are gladly naming CASANA the 2014 Childhood Calendar beneficiary!", said Hogrefe, the owner of Oana Hogrefe Photography and the creator of Childhood Calendar. *"CASANA's mission moves me deeply, as I strongly believe each one of us has a right and a universal need for self-expression. Helping children speak clearly and correctly is a worthy cause, and we are honored to play a part in furthering this effort."*



CASANA is a national charity that raises awareness, and provides information, support, education and research funding for childhood apraxia of speech, a serious neurological speech disorder affecting children. Despite having an adequate understanding of language, these children have severe difficulty accurately producing sounds, syllables, and words -

making their developing speech severely unclear and/or limited. With appropriate help and support, children with apraxia can make great strides in their quest to become verbal communicators.

"CASANA is so very pleased to partner with Oana Hogrefe on the 2014 Children's Calendar project", declared Sharon Gretz, M.Ed., CASANA's Founder & Executive Director. *"Not only will the project raise important funding for our programs and research, but it also will raise awareness about childhood apraxia of speech and the need for all of us to raise our voices so that children affected by apraxia receive the support, attention and recognition that they both need and deserve."*

Read more about CASANA and how else you can be involved at <http://www.apraxia-kids.org/>

To support or learn more about the Childhood Calendar, and to participate in the current casting call, please visit <http://www.childhoodcalendar.com>

About Oana Hogrefe Photography

A highly sought-after Atlanta boutique studio, Oana Hogrefe Photography (www.shutterview.com) specializes in insightful, memorable portraits of babies, children and families. Hogrefe is active in giving back to the community, and has created the Childhood Calendar as a yearly fundraising project benefiting charities dedicated to bettering the lives of children and families.