



*SAN FRANCISCO FIRE DEPARTMENT*  
Public Information Office

12/29/2014

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Media Advisory

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1545 Hrs

For Immediate Release PST  
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**12-year old Founder of *We Care Bears Project*  
Presents 20 Bags of Stuffed Animals to SF Fire Chief  
for Children impacted by Emergencies**

(December 29, 2014 – San Francisco, CA) On Tuesday, December 30, 2014, the founder of the We Care Bears Project will be in San Francisco, with her parents, to present a cache of stuffed animals to the Fire Chief for Fire Department crews to give to children that are encountered during emergency situations.

At the age of 10 years, while cleaning out her stuffed animals, Jessica Carscadden had a simple, unselfish thought. Firefighters come into contact with children at fires, auto-accidents and on medical calls and many of those children are scared. Jessica sprang into action, initiating a stuffed animal drive at her school with the intention of getting enough animals to place in 10 first responder vehicles. Jessica called this the *We Care Bears Project* and to date she has placed more than 1,000 bags of stuffed animals into the hands of first responders.

Jessica is the recipient of the 2012 TLC (Torey Lee Carlisle) Award, the 2012 Points of Light Award, the 2013 Excellence in Service and Leadership Award, the 2013 Heart of America – Gee Whiz Kids Award, the 2013 Kohl's Cares Regional Award and is one of 10 people (age 8-22 years) in the United States to receive the 2013 Peace First Prize and Fellowship. Jessica won first place in the 2014 Lead 360 Challenge for service to youth, has been featured in Highlights Magazine for Children and made an appearance on the Today Show.

In 2014, as the recipient of a \$10,000 Make a Difference Day grant, Jessica donated the grant to Love Without Boundaries to provide cleft lip and palate surgeries to 25 orphaned children. Having been born in China with a severe cleft lip and palate, Jessica has a unique understanding of how life-changing these surgeries will be.

While in town, Jessica and her parents will be treated to a ride aboard the Fire Department's Fireboat and a visit to Ghirardelli Square's Ice Cream and Chocolate Shop at the Palace Hotel.

**WHAT:** We Care Bears Project Stuffed Animals Presentation  
**WHEN:** Tuesday, December 30, 2014 at 10:30AM  
**WHERE:** San Francisco Fire Department Headquarters  
698 Second Street  
**WHO:** Joanne Hayes-White, Chief of Department  
Jessica Carscadden, Founder, We Care Bears Project

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