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FOR IMMEDIATE RELEASE

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CASA of Northwest Georgia, a Program of Advocates for Children, Receives Innovative Program Award of Excellence from Georgia CASA

Atlanta, Georgia, August 26, 2025 – CASA (Court Appointed Special Advocates) of Northwest Georgia, serving Bartow and Gordon counties, has received the 2025 Innovative Program Award of Excellence from Georgia CASA. The award was officially received at the Georgia CASA Conference in Atlanta on August 23rd.

Formed in 2021 through the merger of Bartow CASA and Gordon County CASA, CASA of Northwest Georgia builds on deep roots in Bartow County and is actively growing its presence in Gordon County. CASA of Northwest Georgia operates under Advocates for Children, a nonprofit located in Cartersville that is focused on protecting children, empowering families, and strengthening communities.

Celebrating 25 years of CASA service in Bartow County this year, CASA of Northwest Georgia has demonstrated innovative approaches in recruitment, retention, and community visibility. In Gordon County, where the CASA program was less known, their team has made significant strides thanks to the leadership and passion of the CASA staff. CASA of Northwest Georgia now has a visible presence in local civic groups, festivals, and community events, including the BBQ, Boogie, and Blues Festival, which draws more than 10,000 attendees annually.

Creative outreach strategies have included CASA-branded yard signs, custom t-shirts, QR-coded coffee sleeves, billboards, and an increased social media presence. Recruitment efforts resulted in 16 new CASA volunteers across both counties in the past year. Retention efforts include regular peer meetings and volunteer appreciation strategies that build camaraderie and support.

CASA of Northwest Georgia continues to grow momentum in both counties and remains committed to using creative, community-driven approaches to expand advocacy for children in foster care. Georgia CASA is honored to bestow CASA of Northwest Georgia with the 2025 Innovative Program Award of Excellence.

About Georgia CASA: Forty-seven affiliate CASA programs, serving all 159 counties in the state, have been established since Georgia CASA was founded in 1988. Each affiliate CASA program engages the community to train volunteer advocates. Volunteers are everyday citizens who offer individualized attention and best-interest advocacy for children in foster care. The CASA organization is the only model of this kind, built around one child and one compassionate, highly trained adult advocate. For more information about Georgia CASA or to find an affiliate program near you, visit <https://www.gacasa.org/>. For more information about Central Georgia CASA, visit <http://www.AdvoChild.org>.

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