
Presidential Documents

Title 3—

Proclamation 7242 of October 16, 1999

The President

National Character Counts Week, 1999

By the President of the United States of America

A Proclamation

The character of our citizens has enriched every aspect of our national life and has set an example of civic responsibility for people around the world. The diligence and determination that are part of our Nation's work ethic have strengthened our economy, and the firm convictions of our spiritual leaders have helped guide our communities, fostering unity, compassion, and humility.

In this dynamic time of unparalleled opportunity and possibility, our children will encounter a variety of new challenges that will test the strength of their character and convictions. As the dawn of the new millennium fast approaches, we must work together—parents, public officials, educators, entertainers, and business and religious leaders—to impart to our youth the core values they need to be good citizens.

We know that parents play a critical role in imparting moral values to their children. But in today's complex and fast-paced society, when parents must spend longer hours at work and more families are headed by a single parent, parents have less time to spend with their children—an average decrease of 22 hours a week over the past 30 years, according to a report released this spring by my Council of Economic Advisers. We must seek innovative ways to address this problem and to promote stronger families, including greater flexibility in paid work hours, more affordable child care, and increased support for low-income families.

My Administration is committed to providing families with the tools they need to fulfill their responsibilities at home and at work. Our agenda includes tripling our investment in after-school programs through the 21st Century Community Learning Center program and a historic initiative to make child care better, safer, and more affordable for working families. We are also working to expand the Family and Medical Leave Act to cover more workers and to allow leave for more parental activities, such as parent-teacher conferences and routine doctor visits.

While Americans are striving to seize the opportunities presented by this exciting new era, we must continue to preserve the fundamental ideals and ethics that have sustained our country for more than two centuries. By sustaining these shared values and passing them on to our children, we can realize our common hope for a more just and honorable society and a brighter future for the generations to come.

NOW, THEREFORE, I, WILLIAM J. CLINTON, President of the United States of America, by virtue of the authority vested in me by the Constitution and laws of the United States, do hereby proclaim October 17 through October 23, 1999, as National Character Counts Week. I call upon the people of the United States, government officials, educators, religious, community, and business leaders, and the States to commemorate this week with appropriate ceremonies, activities, and programs.

IN WITNESS WHEREOF, I have hereunto set my hand this sixteenth day of October, in the year of our Lord nineteen hundred and ninety-nine, and of the Independence of the United States of America the two hundred and twenty-fourth.

William Clinton

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