Each year Step Up for Kids brings together people to show widespread support for investments in children and families. Participants include child advocates, politicians, parents and kids. Events held across the country raise awareness among voters and political candidates regarding the issues American children face, such as access to early care and learning, after-school programs, poverty, child abuse and neglect, and health care. This year, an event took place in Las Vegas, Nevada, to spread the message of making Nevada’s children a priority!

On Saturday, October 8, 2022, the Nevada Institute for Children’s Research and Policy hosted the 15th Annual Step Up for Kids event. The event was held from 10:00 am-1:00 pm at the East Las Vegas Library. This year’s event was a success with just under 400 attendees. Throughout the event, families had the opportunity to interact with over 25 community organizations that provided information about resources, planned fun activities and games for kids, and graciously donated raffle prizes! Families also enjoyed free corndogs, face painting, a petting zoo, live DJ, mindful movements, costume contest, voter registration and a produce market by UNR Extension with free fruits and vegetables! The audience was also entertained throughout the event by Las Vegas Cause Players, who dressed up as superheroes and took pictures.

NICRP hosted the Clark County Youth Mayor election to engage children in the electoral process. Fourth and Fifth graders in Clark County were given the opportunity to apply. Three finalists were selected to campaign at the event. Finalists, Andrea Pierce, Anthony Caliendo and Amit Sharma Jr., created campaigns about an issue they were passionate about, displayed their campaign materials at the event, discussed their issues with attendees, and gave a 1-2-minute speech on their campaign issues. Since this election was for kids and by kids, only youth 18 years and under could vote for their favorite candidate. The kids in attendance were able to register to vote, enter a voting booth, and cast their ballot. Congratulations to Andrea Pierce for winning the election!


Thank you to the Las Vegas Clark County Library District for hosting us!

Kids voted for Clark County Youth Mayor!

Thank you to our other candidates!

Thank you to the Las Vegas Clark County Library District for hosting us!

Las Vegas Clark County Library District

Petting Zoo!

Mindful Movements!

Costume Contest!

Raffle!