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NEWS RELEASE

FOR IMMEDIATE RELEASE

CONCERNED ABOUT YOUR CHILDREN'S SAFETY?

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Safety issues have been of great national concern due to recent tragic events. While there are rare circumstances in which we cannot protect ourselves nor our families from random violence, it is timely to use this opportunity to discuss with our children situations where we can protect ourselves. KinderVision[®], a nationally recognized child safety education program, is an ideal resource to lead that discussion to teach parents and children how to protect themselves and to feel more secure.

Knowing what to do in dangerous situations can prevent children from being harmed. Education is the key to prevention.

IMPORTANT SAFETY TIPS TO TEACH YOUR CHILDREN

Teach your children to properly use 911 in emergency situations

Teach your children to come to you if something or someone makes them feel uncomfortable

Teach your children to ask before going anywhere with anyone

Monitor internet use closely and keep on line computers in full view in non-private areas of the house

Teach your children to trust their instincts

Teach your children to get help from someone in charge if they become lost , separated or afraid.

In response to President Bush's Conference on Missing, Exploited, and Runaway Children, the KinderVision[®] national child safety program will be available **free** to families on **October 26, 2002 at 19 Michigan AT&T Wireless locations from 11 am to 3 pm, .**

KinderVision[®] is a national child safety education program available in English or

Spanish that began in 1991 in response to the kidnaping and murder of a little girl and is now in hundreds of cities nationwide. A **unique educational program**, KinderVision® provides valuable child safety information to families in video form narrated by law enforcement. It is designed to be used as an ongoing **resource in the home** for parents to teach their children how to be safe when they are not with them. Through the use of child actors and the KinderVision® mascot, KindiBear, the video demonstrates safety techniques and presents information in a way that small children can understand easily.

At KinderVision® events, children are video recorded on the end of the free KinderVision® safety video to insure that the children watch it and learn the information contained in it. These safety events are **being provided free** through a generous grant from the AT&T Foundation.

For more information, visit www.kvkids.org .