

KINDERVISION'S® RESPONSE TO ELIZABETH SMART'S RESCUE

Everyone at the KinderVision® National Child Safety Education Program joins in the celebration for the miraculous safe return of Elizabeth Smart to her family.

This recovery proves the diligence by the Smart family of never giving up combined with coordinated efforts of the FBI and state and local law enforcement along with mobilization by the community is successful action in the abduction recovery process.

This recovery also proves that the Amber Alert and coordinated efforts by law enforcement and media companies activating the general population to aid in a rapid and sustained response search for missing children is the most effective program to date. KinderVision® endorses the Amber Alert and calls for all state and local legislatures to implement this program nationwide.

At the White House Conference on Missing, Exploited and Runaway Children in October, 2002 regarding missing children the President supported the initiatives of:

finding missing children as quickly as possible using the Amber Alert as the program to do so;

educating parents about the dangers that exist and how to teach their children to be safe;

creating public, private, media partnerships to foster the process of educating parents and their children with the objective of creating “an environment in which children can grow and thrive without fear for their security.”

Douglas Sebastian, Founder of the KinderVision® National Child Safety Education Program, explains how KinderVision responds to the above initiatives.

“KinderVision® officially and completely endorses the Amber Alert and encourages all cities and states nationwide to adopt the Amber Alert to aid in protecting our nation’s children.”

“KinderVision® educates parents because we too believe parents are the first line of defense and a child’s greatest teacher. That is why our free safety video is directed to parents and children and is designed to be an ongoing resource used in the home.”

“Additionally, we educate and empower children through our video with the use of child actors who talk to kids teaching them important safety tips. We insure the learning by having the child interviewed on our free safety video which personalizes the video and makes the learning fun.”

“And finally, we foster corporate and media partnerships through the sponsorship and promotion of the KinderVision® community events and the on-air KinderVision® safety messages. We also involve state and local law enforcement and fire departments as invited participants at KinderVision® community events expanding the safety information provided to families”.

“Since 1991 KinderVision® has been and remains committed to protecting children through education from those who would harm them. It is important that prevention education be used to protect our children and when necessary there be an effective rapid sustained response to rescue them. KinderVision® and the Amber Alert are a terrific team for all communities”.

A KinderVision® National Child Safety Education Program event will be held this Saturday at the International Sportsman’s Expo at Southtowne Expo Center, 9275 South State Street, Sandy, Utah between the hours of 10:00 AM until 3:00 PM. Participating families will receive a free personalized KinderVision® Child Safety Video. KinderVision® Founder, Douglas Sebastian, will be attending the event. To contact Mr. Sebastian, call 765/244-4206 (cell).

For more information about KinderVision’s® products and services visit www.kindervision.org.