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# NEWS RELEASE

## FOR IMMEDIATE RELEASE

### "The Greatest Save" Campaign Discussed at MLB Winter Meetings

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At their annual winter meetings this month, Major League Baseball discussed how their ongoing support of KinderVision® might complement "The Greatest Save" Campaign being conducted by KinderVision® and the Major League Baseball Players Alumni. The Washington Nationals, the Chicago White Sox, the Florida Marlins, the Detroit Tigers, the Phoenix Diamondbacks, and the San Diego Padres shared their recent KinderVision® successes.

According to **Rollie Fingers**, member of the Baseball Hall of Fame and National Spokesperson for KinderVision®, "We have coined the phrase, 'The Greatest Save is the one we never have to make' to draw attention to the importance of education in protecting children from those who would harm them. Our goal is to keep children out of harm's way."

This past season the Chicago White Sox and Florida Marlins prototyped the program for MLB by having a select player from the team film a KV safety tip at spring training and then having that tip shown on the jumbo screen throughout the season to the general public attending games. A second spot describing the KV Kids Event was filmed at the same time to inform the public of upcoming free KinderVision® child safety events scheduled at the ball park.

KinderVision®, a nationally recognized personal safety education program for children and youth, has been working with Major League Baseball to protect its youngest fans for fifteen years through its KV Kids Events in English and Spanish at the ball parks. The ongoing KV safety tip is a new element which has been added as part of "The Greatest Save" Campaign being conducted with Major League Baseball Players Alumni Association and the National Pro Fastpitch League. Jennie Finch of the NPF has filmed a series of safety tips for KinderVision®, which can be seen on line at [www.thegreatestsave.org](http://www.thegreatestsave.org).

**Knowing what to do in dangerous situations can protect children from harm. 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

For more information, visit [www.kvkids.org](http://www.kvkids.org) .