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NEWS RELEASE FOR IMMEDIATE RELEASE

KinderVision® National Child Safety Education Program to Partner with Red Dress Racing

March 1, 2005 KinderVision®, the nation's oldest and largest child safety education program, will partner with Red Dress Racing to emphasize the importance of prevention through education. The sailboat "Red Dress" will have at the helm 50 year-old Moe Roddy, a licensed nurse and experienced sailor. Roddy will single hand the 35-foot J-boat the **635 miles to Bermuda, and will sail back** with Newport resident Carrie Fletcher at her side. She expects the race, which is called the 2005 Bermuda 1-2, to be a five day trip.

"We'll be the first women to do it both ways," she said. Roddy sets sail on this extraordinary voyage from her home in Newport, R.I., on June 3.

"KinderVision® is honored to be part of this historic event," said Douglas Sebastian, Founder of KinderVision®.

Roddy is a strong promoter of prevention through education, which is why KinderVision® was invited to participate in this campaign. The boat is called the Red Dress to raise awareness of the impact of heart disease among women. **Just as the KinderVision® logo will bring attention to the message of educating children on how to protect themselves from those who would harm them, the Red Dress is the symbol used to educate women about the dangers of heart disease.** In both instances, education is key to prevention.

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 has been in 47 states around the country. It is a **unique educational program** that provides valuable safety information to families in video form. The KinderVision® video contains an important message narrated by law enforcement which provides critical safety information for the protection of children. It is designed to be used as an ongoing educational **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, Kindi Bear, the educational segment demonstrates safety techniques and presents information in a way that even small children can easily understand.

For more information, visit www.kvkids.org and www.reddressracing.com