

NEWS RELEASE

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"The Greatest Save" Campaign teams up KinderVision®, Major League Baseball Players Association, Major League Baseball and others to Protect Children from those who would harm them

November 18, 2005 New York City

"The Greatest Save is the one we never have to make," says **Rollie Fingers, HOF'92 and KinderVision® National Spokesperson**. "The team we are putting together will provide children with education that empowers them to recognize situations that could be dangerous and behaviors in others that could be harmful to them. We plan to cover the country with this **critical safety information on abduction and exploitation**. Our hope is that in doing this, children everywhere are never in a situation that requires them to be saved from someone trying to harm them. I invite all who share this goal to join us in creating a safer world for children. Help us strike out child abduction and hit a home run for kids."

The educational component of The Greatest Save Team is **KinderVision®**, a national child safety education program available in English or Spanish that began in 1991 in response to the kidnapping and murder of a little girl and provides families with valuable safety information in a **personalized video** format. In addition, KinderVision® delivers **on air safety tips** through its media partners nationwide and has K-12 **school materials** to teach this information.

Brooks Robinson, Major League Baseball Players Alumni Association President, is quoted as saying, "MLBPAA is proud to be part of the team to create a safer world for children. KinderVision exemplifies prevention and safety through education by providing children with the tools they need to be self reliant in the matter of personal safety." MLBPAA will support this campaign with safety messages and appearances at child safety related functions.

Since 1992 **Major League Baseball** has assisted in getting KinderVision® safety tips to their youngest fans through annual KV Kids Events at the ballparks throughout the season and public service announcements done by team members and shown on the team's giant message boards. Senior Vice President of Security for MLB, Kevin Hallinan, has stated, "We are a strong supporter of KinderVision because we believe in the value of prevention through education. If our support has saved one life, it's been well worth the effort."

The **National Pro Fastpitch** League has also joined "The Greatest Save" team. **Jennie Finch**, representing the NPF, has done several public service "TGS" safety messages for youth.

As part of "The Greatest Save" team, **Safeway Stores** will include KinderVision® KV Kids Events at their grand openings throughout the coming year. In addition, Safeway will provide school kits to schools closest to those stores and will be redeeming "TGS" wristbands at select store locations. The wristbands will be given away free to children who have correctly answered questions in the "TGS" on line safety quiz. "TGS" wristbands can also be purchased to support the cause.

"The Greatest Save" Campaign will also be supported locally and regionally by media partners and sponsors throughout the country. **For more information, visit www.thegreatestsave.com.**

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