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**FOR IMMEDIATE RELEASE**

**PARENT TEACHER ORGANIZATION PLEDGES  
TO PROTECT THEIR YOUTH**

**Mission, TX – February 15, 2006** – The John H. Shary Elementary School in Mission, Texas is truly committed to the safety of their youth. Partnering with SafeAssured ID, the most complete youth identification solution available, the John H. Shary Sharyland Parent Teacher Support Organization (SPTSO) is pledging to make enrollments available to every student, a total of 786, from pre-kindergarten to sixth grade *at no cost*. Enrollment events will begin February 28<sup>th</sup>, running indefinitely until every participating youth within the school is enrolled.

SPTSO has had great success in locating sponsors to support the SafeAssured ID initiative, by donating funds to ensure the program is free to all enrolled John H. Shary students.

Committed to innovatively preparing their youth for the future, Sara Whitaker, Principal of John H. Shary, clearly recognized the need for such a unique solution. “The area in which the Sharyland School District resides has undergone tremendous growth, and it is expected to continue skyrocketing. Although growth creates many positive opportunities, it can also present the occasional challenge,” states Whitaker.

Projected to double their student enrollment base within the next 10 years, The Sharyland Independent School District currently enrolls more than 7,000 students. This growth is in part due to the tremendous expansion of the city of Mission, located just a few miles north of the Mexico border. With a reported population of 678,278 with 88.3% of Hispanic origin, the McAllen MSA is the fourth fastest growing city in the United States. The explosive growth of Mission, combined with the location of this border school, has

prompted parents to be proactive in equipping their families with the necessary tools to protect their youth.

Motivated by these statistics, Whitaker is proud to empower parents with the peace of mind that SafeAssured offers. “Offering our campus the SafeAssured ID kit is a proactive and wise step toward better equipping students, and parents and guardians in the unlikely event a child goes missing. Beyond academic excellence, the John H. Shary Elementary staff, parents and guardians, and SPTSO takes each child’s safety and welfare very seriously, and by offering the ID kits, we’re staying one step ahead,” states Whitaker.

Elizabeth Almanza, Senior Border Patrol Agent for the U.S. Border Patrol states, “It is important for communities to team together to support their local law enforcement and public safety agencies. When it comes to the safety of our children, it is imperative that families are empowered with up-to-date information, located in one place if the unfortunate were to happen.”

Sgt. Martin Garza of the Mission Police Department assisted the John H. Shary SPTSO in selecting the best youth ID program for their students. In comparing other ID kits, SafeAssured ID stood out for its comprehensiveness. “When a child is reported missing, the reaction time is critical. Having readily available personal data such as digital fingerprints and voice recognition is an enormous benefit in the recovery efforts. Located on the border or not, I encourage other campuses and districts to seek out technology to help combat the potentially life-threatening loss of time when searching for a missing child. Our committee collectively selected SafeAssured because we felt the program had all of the components to facilitate police investigations regarding missing persons,” states Garza.

SafeAssured ID is the most comprehensive and effective identification solution available. It is designed to complement efforts in cases of qualified and non-qualified AMBER Alert recovery situations, and/or other State and National programs. This unprecedented

approach to youth identification provides media and law enforcement with immediate, holistic, and ready to broadcast information unique to the missing youth. In addition to a digital photo and personal profile, SafeAssured ID's differentiating benefits include: digital fingerprints, voice sample, and streaming video showing movement and gait. The information is stored on a mini-CD ROM that is secured with a locked electronic code. The solution also includes a parent's guide to keeping children safe.

Mark Timmerman, Primetime-Kidsafe Instructor, has committed his career to protecting and educating youth. One of the programs offered is Stranger Rangers in which the curriculum teaches children how to protect themselves and become more aware of their surroundings. "When teaching a child personal safety measures, it is important to teach how to avoid abduction, how to get away, and how to get help. However, in the horrific event that an ill-willed predator succeeds, the parents or guardians must be able to react quickly and effectively. Having up-to-date pictures, fingerprints, voice samples and video clips will assist the local police department in its recovery efforts."

**About SafeAssured™ ID**

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