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**VOLUNTEER CENTER OF RACINE COUNTY OFFERS HIGH-TECH
FAMILY SAFETY PROGRAM THROUGHOUT SE WISCONSIN
SafeAssured™ ID Will be in Racine, WI on January 20th 2007**

Racine/WI – January 18, 2007 The Volunteer Center of Racine and SafeAssured™ ID are partnering to bring Racine County families the most complete youth identification solution available to aid in the search for missing youth. Racine Area Crime Stoppers, in partnership with the Volunteer Center of Racine, is hosting an enrollment event at Regency Mall on January 20, 2007.

SafeAssured ID is endorsed by Racine Area Crime Stoppers, Sheriff Bob Carlson, the Volunteer Center of Racine County, and the Racine Police Department. Sheriff Bob Carlson advised, “This is the most inclusive identification system I have seen. I fully endorse it.” “This is huge. It was awesome to see in operation,” commented Deputy Chief Art Howell, from the Racine Police Department. Chief Kurt Wahlen, from the Racine Police Department, stated, “I wholeheartedly endorse the SafeAssured ID program from the Volunteer Center of Racine County”

When a youth is reported missing, **minutes matter**. According to Ernie Allen, President and CEO of the National Center for Missing & Exploited Children (NCMEC), “Time is the enemy when it comes to recovering a missing child. A critical element to the first few hours of an investigation is for law enforcement to have a good quality, current photograph of the missing child. NCMEC urges parents and guardians to maintain easily accessible, good-quality photographs of their children. SafeAssured helps them accomplish this.”

The SafeAssured ID kit provides families with an added sense of security and peace of mind. The mini-CD captures physical characteristics and video footage that can be provided to law enforcement within moments of disappearance. Families receive a mini-CD that contains: streaming video, digital voiceprint, a digital photograph, a full set of digitally scanned fingerprints, and general physical information. Private and sensitive data are encrypted, accessible only to law enforcement. Lastly, families receive a durable, full-color photo ID card and a guidebook, written in conjunction with NCMEC, which contains helpful safety tips.

Committed to the youth of Racine County, the Volunteer Center of Racine will continue to offer the program year-round and encourages all parents and guardians to enroll their family. To enroll your youth or to sponsor a SafeAssured ID event, please contact the Volunteer Center of Racine at 262-886-9612. For detailed product information, please contact Bonnie Lee at bonniefl@safeassured-id.com.

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SafeAssured Travels to Racine, WI

About SafeAssured™

SafeAssured ID is the most comprehensive family safety program of its kind. In the event that a youth goes missing, SafeAssured ID provides families with the power to deliver 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 differs from other identification solutions by offering: full set of digital fingerprints, voice sample, and streaming video showing movement and gait. The information is stored on a mini-CD ROM that is secured with an encrypted, locked electronic code.

Not only is the program affordable, it's easy to use. As part of a marketing strategy, hosting a SafeAssured ID event provides a high level of return in public relations, and a key differentiating factor from the competition. www.safeassured-id.com

About the National Center for Missing & Exploited Children

NCMEC is a 501(c)(3) nonprofit organization working in cooperation with the U.S. Department of Justice's Office of Juvenile Justice and Delinquency Prevention. Serving as the national clearinghouse for information and a resource center for child protection, NCMEC has worked with law enforcement on 100,000 missing child cases, resulting in the recovery of 85,000 children. NCMEC's CyberTipline has handled more than 274,000 leads of child sexual exploitation. For more information, please visit www.missingkids.com or call 1.800.THE.LOST.

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