



THE COMPLETE IDENTIFICATION SOLUTION

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Stevens Point Police Department and Area Optimists Join Forces for Child Safety Efforts
Prepare SafeAssured ID Events for Area Families

Wausau, WI – January 25, 2008 – “The Stevens Point Police Department receives about 100 reports of runaway or missing children every year,” notes Sergeant Paul Piotrowski, the Community Resources Officer for the Stevens Point Police Department. “In researching means of improving family safety, we met to discuss the SafeAssured ID system with Jann Van Dreser of the Stevens Point Noon Optimist Club and Ken Hofmaster of SafeAssured ID.” Piotrowski and Chief Jeff Morris decided to team up with the Stevens Point Noon and Stevens Point/Plover Breakfast Optimist Clubs who have been offering SafeAssured ID events for two years. “We liked what we saw,” notes Morris. “The SafeAssured ID system is a high quality, easy to use product that provides us with instant access to the information we need when a child has been abducted.”

The SafeAssured ID kit includes: a photo, personal profile, ten digital fingerprints, voice recording clip, and streaming video of the child. Private information is securely stored on an encrypted mini-CD ROM, accessible only to authorized law enforcement officials.

“We can produce distribution-ready documents, access digital photos and fingerprints, and identify a child’s mannerisms and unique physical traits within moments of receiving the disk,” adds Piotrowski. “It also provides us with a format that we can quickly disseminate electronically via the national Locater computer system.”

As Community Resources Officer, Piotrowski has a unique perspective on the safety needs of families. He supervises the school liaison officers, coordinates safety cadet programs, has monthly meetings with students at seven area schools, gives presentations on “stranger danger”, leads tours through the department, and speaks to every kindergartener in the Stevens Point School District. “I focus on child safety issues every single day. I am very aware of how critical time is in cases of missing children, and how important it is to have up-to-date information about the child.”

Van Dreser, Stevens Point Noon Optimist Club President, adds, “Optimist Clubs are serious about serving youth in the community. Child safety is a priority across America and we feel SafeAssured is a great way to serve families in our area.” Van Dreser is pleased with the partnership that has been established with the Stevens Point Police Department. “Our area Optimist Clubs, like those across the nation, believes it’s important to inspire respect for the law among young people. Officer Piotrowski is very involved with the youth of this community and his presence at SafeAssured ID events will be another means of joining families, area businesses, community organizations and law enforcement in efforts to improve family safety.”

Van Dreser and Piotrowski have begun collaborating on SafeAssured ID community events and are working to establish partnerships with area businesses to raise awareness about family safety. “Partnerships are very important, especially in view of tight municipal budgets that would make the capital purchase of such a system through a budget process very difficult. Getting sponsorships to offset the cost of the materials and ensure future system replacement allows the community to have a vested interest in the protection of our children. We want to provide this service at no cost to parents.”

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Piotrowski and Van Dreser are currently working with several retailers and financial institutions to provide funding for events in spring 2008. "We're working on events at the Ben Franklin Junior High in March and the annual Safety Fair held at the Centerpoint Market Place in April. We're also looking into area Back to School events in August and partnering with the Rosholt safety days in fall." Concludes Van Dreser, "It's just the beginning of what will be a very comprehensive community effort to improve family safety."

About SafeAssured™

SafeAssured ID is the most comprehensive, technologically advanced 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

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