



FOR IMMEDIATE RELEASE
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FOR FURTHER INFORMATION
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SafeAssured ID and the Marathon County Sheriff's Department Join Communities Across the Country to Mark October As Crime Prevention Month

Wausau, WI – SafeAssured ID and the Marathon County Sheriff's Department are taking a stand against crime and violence through an event that challenges the entire community to get involved in preventing crime. As part of the Celebrate Safe Communities initiative, SafeAssured ID, an endorsed program of the National Sheriffs' Association, is offering Free Senior and Child ID kits.

The Celebrate Safe Communities (CSC) initiative is a new project designed to kick off Crime Prevention month by promoting successful local law enforcement and community partnerships. The initiative will begin October 2-4, 2008. The National CSC partners include National Crime Prevention Council (NCPC), National Sheriffs' Association (NSA) and the Bureau of Justice Assistance (BJA), which is providing funding support.

“In support of the Celebrate Safe Communities program, SafeAssured ID is proud to be working with the Marathon County Sheriff's Department to offer Free Senior or Child ID's to local families. Our ID Kits include a color photo ID card, a mini-cd, and prevention tips guidebook written in conjunction with the National Center for Missing & Exploited Children. The mini-cd stores up to 10 digital fingerprints, video of the person walking and talking, and personal information (street address, date of birth, life-threatening medical conditions, identifying scars or marks, and tattoos). Private information is encrypted, so only law enforcement can read it, and there is no database, so families walk away with the only copy of the information. Our ID's meet and exceed the standards set forth by the National Center for Missing & Exploited Children. The Celebrate Safe Communities event is another great opportunity for us to make a difference, one family at a time,” says Ken Hofmaster, President of SafeAssured.

Visit the SafeAssured ID main office at 7575 Bombardier Court, Suite 300 in the Wausau West Industrial Park on Thursday and Friday, October 2nd and 3rd from 1:00PM – 4:00 PM, to have a SafeAssured ID kit made. ID's take less than 10 minutes to make and families go home with the tools needed in a missing person investigation. To learn more about SafeAssured ID or the event, visit www.safeassured-id.com.

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Since 1972, NSA has managed the Neighborhood Watch program and has acted as the primary source for information and technical assistance for local law enforcement agencies as it relates to Neighborhood Watch. NSA's USAonWatch (UOW) - Neighborhood Watch works to enhance, expand, and revitalize watch programs throughout the country. For over 36 years NSA has provided support and resources to local law enforcement agencies and citizens about Neighborhood Watch. In 2008, NSA officially recognized SafeAssured ID as an endorsed program.

In 1984, the National Crime Prevention Council, the nation's leader in preventing crime, designated October as Crime Prevention Month. The month-long commemoration reflects the adage that prevention pays off. NCPC strongly believes that citizen involvement in crime prevention can and has played a vital role in helping many communities stay safe.

Since 1980, McGruff the Crime Dog has been the icon of crime prevention and the symbol of NCPC's work nationwide. Together NCPC and McGruff have helped communities spread the prevention word through trainings, mass media, demonstration programs, conferences, publications, and numerous partnerships. Crime Prevention Month 2008 recognizes successful crime prevention efforts on the local, state, and national levels to generate interest and enthusiasm for prevention efforts to continue to grow even stronger and become more widespread.

NCPC, NSA, BJA, SafeAssured ID, and the Marathon County Sheriff's Department are proud to work together to "Take A Bite Out of Crime."

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