



**Contact:**

Anna Lamb  
765.759.9242

## **MUNCIE NOON OPTIMIST CLUB HAS BIG PLANS FOR MAKING SAFEASSURED IDS AVAILABLE TO ALL FAMILIES**

**Muncie, IN – June 5, 2008** - The Muncie Noon Optimist Club is pleased to announce their recent purchase of a SafeAssured ID system. The system will enable them to offer local families the most comprehensive safety program available to aid in the search for a missing person. SafeAssured ID provides peace of mind to people of all ages: children, college students, memory-challenged adults, seniors, parents, and business and leisure travelers.

Anna Lamb, current President of the Muncie Noon Optimist Club, has coordinated the purchase of the SafeAssured System. Anna comments: "SafeAssured ID had a booth at an Optimist Conference a few years back, which is where I first saw them. I did some research and knew this was the best option because all the information is stored and encrypted on the mini-cd. I knew other Optimist clubs had been working with SafeAssured ID, and was thrilled to hear they had been endorsed by Optimist International. We were able to find a grant through the Ball Brothers Foundation which gave us a good start. It took a bit of time for the grant to go through, but we had fundraisers and found donations to make up the difference needed to purchase a system."

The SafeAssured Solution provides families with an added sense of security and peace of mind. The kits provide families with the power to immediately deliver comprehensive and ready-to-broadcast information unique to the missing person to media outlets and law enforcement agencies. In addition to common program benefits such as a digital photo and personal information profile, SafeAssured's kit also includes: 10 digital fingerprints, voice recording clip, and streaming video demonstrating unique mannerisms and movement. Private information is securely stored on an encrypted mini-CD ROM, accessible only to authorized law enforcement officials. The mini-CD allows the user to make missing person posters with a high-quality image. Families also receive a full-color photo data card and a preventative safety tips guidebook, written in conjunction with the National Center for Missing & Exploited Children (NCMEC). Personal information is stored only on the mini-CD, not in a database, to prevent unauthorized access to the information.

"There are so many possibilities and opportunities for us to make this program available to local families. As a club, we sat down to brainstorm ideas: duathlon/marathon, baseball and soccer games, pretty much any sporting event, fairs, the preschool/kindergarten program, childcares, and schools. Our priority will be kits for children, but down the road we will be looking at seniors and people with special needs who might wander. Needless to say, we expect to be pretty busy," concludes Lamb.

Watch for upcoming events in Muncie at [www.safeassured-id.com](http://www.safeassured-id.com) or call 888.894.5263.

-More-

7575 Bombardier Court, Suite 300 | Wausau, WI 54401  
715.848.5263 | 888.894.5263



**About SafeAssured™**

SafeAssured ID is the most comprehensive, technologically advanced family safety program in the industry. 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.

[www.safeassured-id.com](http://www.safeassured-id.com)

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