



**FOR IMMEDIATE RELEASE**

**CONTACT:**  
Ken Hofmaster  
715.571.2927

**SafeAssured ID Attends Prestigious Hope Awards  
and Reminds People That May 25<sup>th</sup> is National Missing Children's Day**



Hope Awards Ceremony, From Left to Right: *John Williams -- EBG, Partner; Carolyn Kincaid -- Volunteer Center of the Virginia Peninsula, Executive Director; Josh Jeffries -- IHR Advisors, President; Ken Hofmaster -- SafeAssured Community Solutions, President and COO; Brian Krzykowski -- Wisconsin Rapids Police Department, Sergeant; Zack Alford -- SafeAssured Community Solutions, Business Development Manager; Christy Sharp -- SafeAssured Community Solutions, Business Development Manager -- National Accounts; Ed Hutchison -- National Sheriff's Association, Director of TRIAD Programs*

**Wausau, WI – May 22, 2008-** In continued support of the National Center for Missing & Exploited Children (NCMEC) and raising awareness of child safety, SafeAssured ID announces its fifth year of sponsorship and attendance of the NCMEC's 2008 Hope Awards, in Washington D.C. on May 6th.

This exclusive, annual event brings together individuals, policy makers, corporations, and organizations that work together toward the same goal -- the recovery and protection of children everywhere. The Hope Awards is a black-tie celebration emceed by Bryan Cranston, Emmy-nominated star of "Malcolm in the Middle". Time is taken to remember the missing, create hope for families still searching for loved ones, and to recognize those whose efforts and experiences have forever made the world a safer place for children.

SafeAssured ID also attended the 13<sup>th</sup> Annual Congressional Breakfast and Law Enforcement Recognition on Wednesday, May 7<sup>th</sup>. NCMEC recognizes the efforts of local, state, and federal law enforcement officers through this annual breakfast and awards ceremony held in partnership with the Fraternal Order of Police and the U.S. Department of Justice's Office of Juvenile Justice and Delinquency Prevention. Two types of awards were presented to officers at this year's breakfast: the National Missing Children's Awards and the NCMEC Law Enforcement Excellence Award.



This year, Jessyca L. A. Mullenberg received the Courage Award during the Hope Awards ceremony. Jessica was 13 when she was abducted in 1995 from Eau Claire, Wisconsin by family acquaintance. She was taken across state lines to a motel in Texas where she was kept a prisoner for 105 terrifying days. Jessyca survived this traumatic ordeal, and can be seen on national television or in magazines sharing her story of abduction from the victim's perspective. In 2006 Jessyca graduated with honors from the University of Wisconsin – Stout with a major in Psychology and a minor in Criminal Justice, Law, and Sociology. She plans to earn a master's degree and enter the field of victim advocacy.

Ken Hofmaster, President and COO of SafeAssured ID, comments: "Meeting Jessyca in person really hits it home for me -- that SafeAssured ID can make a difference. Our ID program is keeping the youth and seniors of our nation safer one ID kit at a time. Every year, guest speakers and award winners bring such emotion and inspiration that you can't help but walk away refocused and changed by their stories. This year, Take25 and National Missing Children's Day (May 25<sup>th</sup>) has been a priority for SafeAssured ID. We are working to offer every family the opportunity to have an ID kit made for their loved ones and hope that they never need to use it."

Take 25 is a national child safety campaign encouraging parents and guardians to take time on May 25<sup>th</sup>, National Missing Children's day, to talk to their children about ways to stay safer. It serves as an annual reminder to the nation to renew efforts to reunite missing children with their families, remember those who are still missing, and make child protection a national priority. National Missing Children's Day was first declared a nationwide day of commemoration by President Ronald Reagan in 1983.



"April 30, 2008 was the first time a SafeAssured ID kit was used to aid in the search of a missing person. An elderly man from Caledonia, WI wandered from home. According to one of the officers on site, they were able to work with the family to print missing posters right away from the SafeAssured ID kit and had them ready for search crews when they arrived. Thankfully he was found, unharmed, within a few hours. SafeAssured ID kits are not only for children, more and more older adults with dementia or Alzheimer's are having kits made. The Volunteer Center of Racine County (WI) just received a large grant from a community foundation and will be providing 1000 SafeAssured ID kits to local residents 55 and older who are prone to wandering due to dementia or Alzheimer's," concludes Hofmaster.

Not only is the program affordable, it's easy to implement in every community. As part of a community service project or a marketing strategy, hosting a SafeAssured ID event makes a difference for families, is great for employee appreciation activities, and may help save a life. There are several upcoming events in the area, go to our website [www.safeassured-id.com](http://www.safeassured-id.com) or call us for details 888.894.5263.



### **About SafeAssured™**

SafeAssured ID is the most comprehensive family safety program of its kind. Designed to complement efforts in cases of qualified and non-qualified AMBER Alert recovery situations, SafeAssured IDs provide media and law enforcement with immediate, holistic, and ready to broadcast information unique to the missing youth. Providing peace of mind for families, while protecting privacy, the encrypted mini-CD in the SafeAssured ID kit contains:

- up to ten digital fingerprints,
- digital photograph,
- streaming video showing mannerisms and gait,
- voice track providing the youth's voice inflection and accent,
- general physical description,
- vital personal information (street address, date of birth, life-threatening medical conditions, identifying scars or marks, and tattoos), and
- family code word.

Families also receive a durable, full-color photo ID card, and a Parent's Guidebook, written in conjunction with the National Center for Missing & Exploited Children (NCMEC), containing helpful safety information. The valuable information on the mini-CD can be used to create missing person posters, as well as shared with law enforcement within moments of the disappearance. Should a person go missing from home the information to aid law enforcement and potentially the community in the individual's speedy recovery is just seconds away.

### **About the National Center for Missing & Exploited Children**

The National Center for Missing & Exploited Children is a 501(c)(3) nonprofit organization. Since it was established by Congress in 1984, the organization has operated the toll-free 24-hour national missing children's hotline which has handled more than 2.2 million calls. It has assisted law enforcement in the recovery of more than 126,000 children. The organization's CyberTipline has handled more than 588,000 reports of child sexual exploitation and its Child Victim Identification Program has reviewed and analyzed more than 13,902,500 child pornography images and videos. The organization works in cooperation with the U.S. Department of Justice's office of Juvenile Justice and Delinquency Prevention.

To learn more about NCMEC, call its toll-free, 24-hour hotline at 1-800-THE-LOST or visit its web site at [www.missingkids.com](http://www.missingkids.com)

# # #