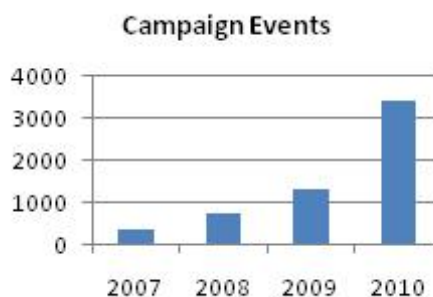




2010 Take 25 Campaign – A Great Success!

On behalf of the National Center for Missing & Exploited Children and the Take 25 staff, we thank you for your support and dedication to this year's Take 25 campaign. With **3,532 events hosted in 1,386 cities** across the United States and Canada, 2010 was our most successful year yet!

The campaign has grown tremendously since its inception in 2007, when 375 events were hosted in 300 cities. Here's a look at our progress over the past four years:



This year, Take 25 events were hosted in community centers, parks, schools, sporting arenas, religious institutions, and retail outlets. Additionally, **more than 1.8 million pieces of child safety material** were distributed, providing life-saving information to thousands of children and families throughout the United States and abroad.

Corporate Support

All campaign materials were printed by Take 25's corporate sponsor, **Lifetouch®**, the world's largest employee-owned photography company. The 2010 campaign marks the third year that Lifetouch has supported Take 25. Their generous donation has allowed NCMEC to provide resources to communities free of charge!



Old Navy is a proud sponsor of the National Center for Missing & Exploited Children. On June 6th, Old Navy stores across the U.S., Canada, and Puerto Rico provided Kids Safety Kits to patrons as part of their Kids Safety Week. Visit an Old Navy store near you between June 4-10 so your child can join the Safety Squad and receive free safety information from Take 25 and **NetSmartz**.

Program Partners

Much of the campaign's success is a result of the support of our many local and national partner organizations, including the Council for Exceptional Children, Community Oriented Policing Services, the United States Secret Service, Masonichip International, and [many others](#).

Often times, Take 25 events are hosted by multiple organizations who join together to keep their community's children safer. A great example of a collaborative effort was the 4th Annual Georgia Missing Children's Day event which was hosted by the Georgia Bureau of Investigation. Supporting organizations included the National Organization of Black Law Enforcement Executives, the Georgia Mason's Child Identification Program, and Miss Black Georgia USA 2010, Kimberly Jones.

Send Us Your Photos!

To further highlight your participation in the Take 25 campaign, we'd like to include your photos and video in the next campaign video. Please send your footage to take25@ncmec.org.

Submit Your Feedback

We are always looking for ways to improve the Take 25 campaign and we encourage you to share your comments and suggestions by completing our brief [online survey](#).