



## FOR IMMEDIATE RELEASE

[INSERT ORGANIZATION NAME]  
TO PARTICIPATE IN NATIONAL CHILD SAFETY CAMPAIGN

TAKE 25 CHILD SAFETY EVENT PLANNED TO COMMEMORATE  
NATIONAL MISSING CHILDREN'S DAY

[INSERT CITY, STATE, MONTH, DAY, YEAR] – The National Center for Missing & Exploited Children® (NCMEC), in partnership with [INSERT ORGANIZATION NAME], will be observing National Missing Children's Day this year by participating in the national Take 25 child safety campaign. An [INSERT DESCRIPTION OF THE EVENT] will be held on [INSERT DATE] at [INSERT LOCATION].

May 25 has been observed as National Missing Children's Day since it was first observed in 1983. National Missing Children's Day serves as an annual reminder that there are thousands of children who are still missing and stresses the importance of making child protection a national priority. The Take 25 campaign is a national child safety public awareness campaign created in 2007 by the National Center for Missing & Exploited Children. The campaign encourages parents to take 25 minutes to talk to their children about safety and ways to prevent abduction. The campaign begins on May 1 and continues through May 25 every year in communities throughout the country.

“We know that teaching children about safety works. Community events play an important role in helping parents understand how they can help save a child's life,” said Ernie Allen, President and CEO of NCMEC. “We are very grateful to our local partners who share our interest in keeping children safe. They play an important role in raising public awareness in communities throughout America.”

[QUOTE FROM SENIOR REPRESENTATIVE OF PARTNER ORGANIZATION]

Every year in America, an estimated 800,000 children are reported missing, more than 2,000 each day. Of that number, 200,000 are abducted by family members and 58,000 are abducted by non-family members, for which the primary motive is sexual. Each year, 115 children are the victims of the most serious abductions; they are taken by non-family members and either murdered, ransomed or taken with the intent to keep.

An analysis of attempted abduction cases by NCMEC found that in 84% of the cases, the child escaped would-be abductors through their own actions.

Teaching children about safety works. It saves lives.



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 2.4 million calls. It has assisted law enforcement in the recovery of more than 145,600 children. The organization's CyberTipline has handled more than 751,000 reports of child sexual exploitation and its Child Victim Identification Program has reviewed and analyzed more than 28,465,000 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 NCMC, call it's toll-free, 24-hour hotline at 1-800-THE-LOST or visit its web site at [www.missingkids.com](http://www.missingkids.com).

[INSERT SIMILAR TAGLINE FOR PARTNER/SPONSOR]

For More Information Contact:

[INSERT CONTACT NAME AND PHONE NUMBER OF PERSON HANDLING MEDIA INQUIRIES]