

Office of the United States Attorney, John S. Leonardo

District of Arizona

FOR IMMEDIATE RELEASE

Tuesday, May 13, 2014

Public Affairs

COSME LOPEZ

Telephone: 602.514.7694

Mobile: 602.686-8614

cosme.lopez@usdoj.gov

WWW.JUSTICE.GOV/USAO/AZ

U.S. ATTORNEY ANNOUNCES TAKE 25 CHILD SAFETY EVENT IN PHOENIX

PHOENIX - The National Center for Missing and Exploited Children (NCMEC) created the Take 25 campaign to encourage families to take 25 minutes to talk to their children about safety and abduction prevention. NCMEC estimates that 800,000 children are reported missing in America every year, which is more than 2,000 children each day. Fortunately, most of these children are quickly located.

NCMEC has found that in 51% of attempted abduction cases, children escaped would-be abductors through their own actions. 32% of the children actively resisted (yelling, kicking, pulling away, running away, or attracting attention). Even more inspiring is that in 17%

of these cases, a parent or another individual intervened to rescue the child. Teaching and reassuring children about safety - without scaring them - requires a delicate balance. Take 25 provides parents tools and age-appropriate suggestions for approaching the topic of safety with their children.

“The annual Take 25 national child safety campaign is particularly important this time of year, when children begin their summer breaks from school and have more time on their hands” said U.S. Attorney John S. Leonardo. “Especially in light of recent events arising from abductions, we encourage parents to take time and pledge to talk with their children about safety and abduction prevention. We hope that the tools and information provided at this year’s Take 25 events will assist families in keeping their children safe.”

Since 1983, May 25th has been observed as National Missing Children's Day. In conjunction with observance of this year's National Missing Children's Day, the United States Attorney's Office in partnership with our city, state, and federal agencies will offer a Take 25 child safety event. This year's event will be held on Friday, May 30, 2014, at the Desert Ridge Marketplace in North Phoenix from 11:00 a.m. to 2:00 p.m. Digital child identification kits will be provided free of charge. This event is designed to help parents and others teach children to be alert to potential threats and provide steps that children can take to stay safe.

For more information on NCMEC, visit www.missingkids.com. For more information about the Take 25 campaign, visit www.Take25.org. For more information on Project Safe Childhood, visit www.projectsafefchildhood.gov.

RELEASE NUMBER: 2014-29_Take_25_Phoenix

###

For more information on the U.S. Attorney's Office, District of Arizona, visit <http://www.justice.gov/usao/az>