

# News Release

**Contact:**

Jon Wright  
ChildCo Distributors  
1500 Bennet Street, Suite 205  
Pinole, CA 94564  
1-(800)-449-0211 Phone/Fax

**FOR IMMEDIATE RELEASE**

**“VIDEO TAPE” HELPS PARENTS AND POLICE LOCATE MISSING CHILDREN!**

PINOLE, CA -- With the number of kidnapped, lost, missing, and runaway children growing each year at alarming rates, a newly created identification system called *Child Shield, U.S.A.*™ *Videotape Registration Service Kit*™ provides parents with a means of locating a lost or missing child. “Today, kids can be at risk at school, the park, the mall, even at home,” says Jon Waner, Registered Agent for *Child Shield, U.S.A.*™ “The goal is to help parents deal with threats to their children’s safety by stressing prevention and security through education while offering an effective, organized recovery system.” The kit comes filled with easy to follow educational materials such as the “Safety Seven Poster,” “Say No To Strangers” Coloring book, and “Guide to Safer Children” which parents can use to teach safety to their kids. “The kit has been widely accepted by parents, schools, Day-Care centers, law enforcement agencies all over the country,” says Waner. Each kit comes with complete instructions that teach parents how to properly shoot their own child’s Identification Videotape at home using any camcorder. Unlike a photograph, a videotape gives authorities a more accurate description when searching for a missing child. Each tape is given its own secret ID number (known only to the parents) which is then stored by *Child Shield, U.S.A.*™ Registration is valid for two years. The kit is available for \$30.00 from: ChildCo Distributors, 1500 Bennet Street, Suite 205, Pinole, CA 94564.

Should anything happen to the child, *Child Shield, U.S.A.*™ will begin circulating copies of that child’s videotape and photograph to local and state law enforcement agencies in all fifty states, F.B.I. agencies, national missing children’s service organizations, and national news contacts. Up to 100 videotapes and 1,000 posters will be distributed free of charge. (END)