

KINDERVISION'S RESPONSE TO PRESIDENT'S CALL TO PROTECT AMERICA'S CHILDREN

At last week's first ever White House Conference on Missing, Exploited and Runaway Children, President Bush outlined his initiatives to protect America's children from people who would harm them. Included in that address was the President's plan regarding the issue of child abduction, which contained four major points.

Shorten law enforcement response time when a child is abducted;

Educate parents on how to protect their children because, according to the President, "parents, of course, are the first line of defense against danger";

Educate and empower children to stay safe; according to Secretary of State Colin Powell, "Each year in the United States an estimated 250,000 children are kidnapped or coerced away from their families and sexually exploited";

Enlist the support of good corporate citizens including media to "make available resources necessary to help us...fight against abduction." According to Attorney General, John Ashcroft, "It is a noble devotion and commitment, it is a worthy objective, it is an appropriate devotion of your resources and ours. With each act of your leadership you reaffirm our commitment to our children." Colin Powell...."We need action at every level of community and government, more public private partnerships."

"This is the beginning of a successful strategy to be implemented at all levels of government and all parts of our society and to recognize a real threat that there are some so evil in our society that they are willing to harm our most precious and vulnerable citizens." President Bush

Douglas Sebastian, Founder of the KinderVision National Child Safety Program, explained how KinderVision fits with the President's call to action.

"First of all KinderVision educates parents because we too believe parents are the first line of defense and a child's greatest teacher. That is why our video is directed to parents and children and is designed to be an ongoing resource used in the home."

"Secondly, we educate and empower children through our video with the use of child actors to talk to kids teaching them then important safety tips. We insure learning by having the child interviewed on our safety video which personalizes the video and makes the learning fun."

"And finally, we foster corporate and media partnerships through the sponsorship and promotion of the free KinderVision community events and the on-air safety messages. We also involve state and local law enforcement and fire departments as invited participants at KinderVision community events expanding the safety information provided to families."

"I believe KinderVision is a proven effective program which meets the criteria established by the President to protect America's children from those who would harm them. I commend the President's commitment to the safety and welfare of our children and I look forward to helping him accomplish his objective of creating 'an environment in which children can grow and thrive without fear for their security.'"

"There is no more important cause than protecting and preparing all of our children for the rest of their lives". Laura Bush