



FOR IMMEDIATE RELEASE

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AMBER Alert Awareness Day Tools to Bring Our Missing Children Home

Las Vegas, NV January 13, 2009 –Amber Alert was created on January 13, 1996 in Dallas-Ft. Worth, TX. The Nevada AMBER Alert Plan was created and active in 2003. In recognition of the programs 13th anniversary, 5th grade students from around the state are being invited to participate in the National Missing Children's Day Poster Contest set to kick-off on January 13, National AMBER Alert Awareness Day. The local contest is sponsored by Nevada Child Seekers, Nevada Broadcasters Association, Nevada Office of the Attorney General, the Las Vegas Metropolitan Police Department and NV Energy. The local winner's artwork will be submitted to the National Contest and the National Winner, a parent and their teacher will attend the National Missing Children's Day Ceremony in Washington, DC in May of 2009. All contest entries must be submitted to Nevada Child Seekers by 3:00 PM on March 2, 2009 and must be submitted by a 5th grade teacher from a public or private elementary school. More information on contest rules can be found on our website www.NevadaChildSeekers.org.

AMBER Alert is one of many tools used to locate missing and/or abducted children. The key is knowing what tools to use and to use those tools wisely. There are several categories of missing children such as family abductions, runaways, missing with unknown circumstances, and non-family abductions. Based on the information given to law enforcement determines what tools can and cannot be used. The most important thing that parents and caregivers can do to make sure they are prepared if faced with a missing child is to make sure they have current and clear photographs of their children. This is what will enable not only law enforcement to locate the missing child but will also allow the community to assist in generating leads.

In Nevada there are over 8,000 children reported missing each year and approximately 200 of the children are considered endangered by law enforcement based on information given to law enforcement. During the contest and throughout the year we hope that parents, teachers and caregivers regularly dialogue with children about personal and Internet safety. This is also a reminder that the community can sign-up to receive either e-mail or wireless notifications of AMBER Alerts activated in our community. For e-mail subscription go to <http://amberalert.nv.gov> and for wireless phones <http://www.wirelessamberalerts.org>.

About:

AMBER Alerts and Amber Hagerman: *The AMBER Alert System began in 1996 when Dallas-Fort Worth broadcasters teamed with local police to develop an early warning system to help find abducted children. AMBER stands for America's Missing: Broadcast Emergency Response and was created as a legacy to 9-year-old Amber Hagerman, who was kidnapped while riding her bicycle in Arlington, Texas, and then brutally murdered. Other states and communities soon set up their own AMBER plans as the idea was adopted across the nation.*

National Missing Children's Day and Etan Patz: *On May 25, 1979, 6-year-old Etan Patz grabbed his school books and gave his mother a goodbye kiss before leaving to catch the bus to school. Etan's mother was never to see him again. In the months and years that followed, Etan became the symbol for lost children all over America. Then, in 1982, President Reagan proclaimed May 25, the anniversary of Etan's disappearance, as National Missing Children's Day.*

Nevada Child Seekers: *A non-profit organization created in 1985 by community leaders dedicated to advocating for and engaging in prevention, identification and location efforts on behalf of missing and exploited children. Nevada Child Seekers offers liaison services to family and law enforcement, abduction prevention education and volunteer opportunities to promote the safety of children in our communities. For more information call (702) 458-7009 or visit our website <http://www.nevadachildseekers.org>*