



OFFICE OF THE
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COUNTY OF SHASTA

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PRESS RELEASE
Shasta County Participates in National Take 25 Event
5/25/10

Today, May 25, 2010, Shasta County is participating in a National event called Take 25 with communities all around the country in commemoration of "Missing Children's Day". "Missing Children's Day" was first declared by former President Ronald Reagan in 1983. Annually honored on May 25th this day serves as a reminder to the nation to renew efforts to re-unite missing children with their families, to remember those that are still missing and to make child protection a national priority. The Shasta County District Attorney's Office Victim Assistance Center was contacted several months ago and invited to participate in this event to help protect the children of Shasta County. The District Attorney's Office gladly accepted. This is the first year Shasta County has participated in this event.

The Take 25 event is a program of the National Center for Missing and Exploited Children and focuses on encouraging parents to take 25 minutes to talk to their children about ways to stay safe. Materials will be provided that contain safety tips, conversation starters for parents to assist parents in communicating with their children about safety issues, Child ID kit for recording key information about your child (fingerprints, photo, height, weight, etc.) and other useful materials all provided by the National Center For Missing and Exploited Children. These materials will be made available for free at the Shasta County District Attorney's Office, the Redding Police Department, Anderson Police Department, the Shasta County Sheriff's Office, and the Shasta County Child Abuse Prevention Coordinating Council.

For questions about this event and a copy of the materials, contact District Attorney Jerry Benito at 245-6310.