



For Immediate Release
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Ed Smart and Erin Runnion to headline at child protection training in Atlanta March 30

Personal Empowerment Safety Education for Children brought to Georgia for the first time by Keep Georgia Safe

ATLANTA – The non-profit organization in Georgia that provides safety and crime prevention training and operates the only wireless network that sends all three Georgia emergency alerts for missing or dangerous persons, Keep Georgia Safe is bringing **It Takes a Community**, a revolutionary children's safety partnership comprised of national leading children's safety initiatives unified to protect our children and families, to the east coast for the first time. In Atlanta March 30 – April 3, 2009, the five-day conference will feature special appearances by renowned child protection advocates Ed Smart and Erin Runnion.

The cornerstones of the **It Takes a Community** initiative include the *radKIDS*® Personal Empowerment Safety Education Program, The PRIDE Neighborhood Child Protection Program and The National Child ID Kit. *radKIDS*®, a revolutionary hands-on educational program that provides techniques and skills for children on how to recognize, avoid, resist and escape dangerous situations, abduction and harm, is recognized as the national leader in safety education and violence prevention for children. The PRIDE Neighborhood Child Protection Program provides community building and parent empowerment through education by mobilizing parents, educators, law enforcement and children's safety advocates to create an entire community focused on their children's safety. This safety triangle is completed by joining forces with the American Football Coaches Association's National Child ID Kit which carries the endorsement of the FBI.

This alliance of nonprofit organizations are focused together to change the fundamental thinking surrounding how society protects our children from violence and harm by empowering children and their families with the tools, options and choices they need and deserve to be safer in our world today. Thirty local teachers, counselors, law enforcement personnel, PTA members and parents will be trained as instructors during the five-day course and receive dual certification in *radKIDS*® and The PRIDE Neighborhood Child Protection Program. Anyone interested in participating in the free training may apply on-line at www.keepgeorgiasafe.org. Limited to 30 participants only.

Ed Smart, father of abduction survivor Elizabeth Smart, is the national spokesperson for *radKIDS*®, has been instrumental in bringing world-wide attention to the power of this hands-on educational model for children on national news and television programs such as the Oprah Winfrey Show. Steve Daly, founder and executive director of *radKIDS*®, Inc., and a leading national children's safety expert, will lead in the instruction. Erin Runnion, surviving parent of abducted and murdered child Samantha Runnion, is founder and director of *The Joyful Child Foundation* that trains instructors in its PRIDE program – a neighborhood child protection course for communities. Since its inception, the National Child Identification Program has distributed more than 4.2 million ID kits at college football stadiums. Working through the **It Takes a Community** initiative, the goal is now to reach 60 million families.

Keep Georgia Safe founder and chairman, Gary Martin Hays, is organizing and sponsoring the training to empower Georgia's kids with proven safety skills and greater self esteem. "This Triangle of Safety comprises the strongest, most proactive safety package ever brought to children, families and communities in the history of our nation and comes to Georgia for the first time this month," says Hays, "We are honored to bring this personal empowerment safety program to Georgia and help to break the cycle of violence and to stop predatory crimes against our children."

Nearly 800,000 children are reported missing each year, and in 40 percent of stereotypical kidnapping cases, the child was killed. More than 800,000 children were determined to be victims of child abuse and neglect. That is one child every 35 seconds.

Keep Georgia Safe has a two-pronged approach to crime prevention: 1) Proactive: Safety education including School Curriculum Initiative, CART training, radKIDS training, Community Safety Seminars, Web Resources and Media Campaigns 2) Reactive: Alert System Network. **As the only organization that sends out all three of Georgia's emergency alerts, the Keep Georgia Safe Wireless Network uses a text platform to notify opt-in wireless subscribers when the GBI issues any of its three emergency alerts:**

- Levi's Call: Georgia's AMBER Alert for an abducted or missing child
- Mattie's Call: elderly or disabled missing person alert
- Kimberly's Call: dangerous fugitive alert

Keep Georgia Safe provides the alert service free of charge. To join the network, visit www.keepgeorgiasafe.org and enter your cell phone number. Subscribers will not receive any calls or alerts other than GBI-issued alerts. For more information on Keep Georgia Safe, its alert network or education programs, visit www.keepgeorgiasafe.org or call 770.934.8000.

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