

FOR IMMEDIATE RELEASE:

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## Glendale Police to Host “Take 25” Event

**GLENDALE, Ariz.** – The Glendale Police Department and Glendale Foothills Public Library, in partnership with The National Center for Missing & Exploited Children® (NCMEC), will be observing National Missing Children’s Day this year by participating in the national Take 25 child safety campaign. An interactive children and toddlers story time will be held on Wednesday, May 7, 2014 from 10am to 12pm at the Glendale Foothills Library located at 19055 N. 57 Ave Glendale, AZ 85308.

May 25 has been observed as National Missing Children’s Day since it was first recognized in 1983. The Take 25 campaign is a national child safety public awareness campaign created in 2007 by the National Center for Missing & Exploited Children and encourages parents to take 25 minutes to talk to their children about safety and ways to prevent abduction. The campaign begins on May 1 and continues through May 25 every year in communities throughout the country.

“Every day we hear stories about children who escaped a would-be-abductor because someone talked to them about what they should do in that type of situation”, said NCMEC CEO John Ryan. “Education and open communication are key to keeping children safer. Take 25 minutes and talk to your child.”

“The Glendale Police Department is dedicated to ensuring parents have the tools and information to have these types of conversations with their children, of any age. We want parents to be equipped to answer the questions that might come up as well as address child safety across the board, from being

addressed by a stranger while walking home from school to surfing the internet and using social media,” said Detective Sergeant Patrick Beumler of the Missing Persons and Family Violence Unit.

The Glendale Police Department will be will have presentations available in both English and Spanish and kids will get stickers, balloons with their fingerprints, and a chance to meet McGruff the Crime Dog. Parents will get age appropriate talking points, a Child ID Kit with their child’s full set of finger prints and some Recovered Child Stickers to place on their little ones when attending large events or theme parks over the summer to help return them quickly should they wander off.

An analysis of attempted abduction cases by NCMEC found that in 84% of cases, the child escaped would-be abductors through their own actions. Teaching children about safety works. It saves lives.

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*\*Spanish translation available*

*“The Glendale Police Department’s mission  
is to protect the lives and property of the people we serve.”*

*Glendale Police Department  
a proud recipient of CALEA National Accreditation since 2000*