

AAA and ME911 Bring Free Digital Child Fingerprinting Events to the East Bay to Promote Child Safety

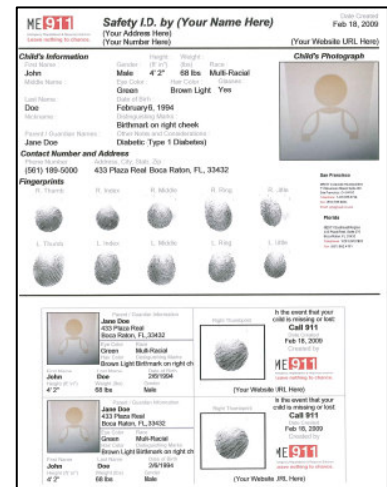
"FREE Fingerprinting Kids Event," June 20, 10am – 3pm, AAA San Ramon Branch

SAN RAMON, CA – June 8, 2009 – [AAA Northern California](#) and [ME911](#), a premier provider of 24/7 emergency response services for families, have partnered to bring to the East Bay, a Child Safety I.D. program in the form of Free Digital Child Fingerprinting events. This program is designed to provide parents and guardians with resourceful tools to ensure the safety of their children.

The first event will be held on June 20, 2009, from 10am to 3pm, for all children (3 years and over) at the [AAA San Ramon Branch](#) located in Diablo Plaza, 2435 San Ramon Valley Boulevard, San Ramon, CA 94583.

Participating parents and guardians will receive a free 8 ½ by 11-inch detailed child profile within minutes, with forensic-quality fingerprints of their children, a digital photograph, and two wallet-size child I.D. cards that they can carry with them at all times. ME911's fingerprinting system uses digitized technology to conduct the process quickly and easily without the use of ink.

ME911 agents will create a profile with characteristic descriptions such as height, weight, eye and hair color, and other details after which the child's fingertips will be scanned with a digital inkless device. The process culminates with the taking of a digital photograph at the event. When needed in a missing person's investigation, this detailed document can then be handed over to authorities and law enforcement officials anywhere in the world. Once completed, all information is permanently erased from the system. No information is kept on file as it is strictly for the privacy of the families.



Free ME911 Child Profile

In the U.S. alone, a child is reported missing every 40 seconds on average, based on a study by the U.S. Department of Justice on the national estimates of [missing children](#) (NISMART-2, 2002), highlighting the importance for families to take every step possible in ensuring the safety of their children.

In fact, the first few hours after a child has gone missing are crucial to recovery. However those few hours are highly emotional for the family as they become preoccupied with the chaos around them

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while searching for recent photos, means of identification, or even try to remember distinctive characteristics accurately. Having this information on hand is vital in tracking the progression of the investigation and speeding up the recovery process. Every second counts when a child goes missing and this document helps save precious time.

"We are pleased to partner with ME911 on their initiative designed to help parents ensure the safety of their children," said Andrea Kastner, AAA Market Executive. "We've dedicated ourselves to be a leading advocate for safety within the communities where we live and work and want to provide our East Bay residents with this vital resource to help them protect their loved ones."

"Helping families prepare for the unexpected is one of our top priorities and given the vulnerable nature of children and because of the recent unfortunate child abduction incident in the East Bay, it is very important that we raise awareness and take the right steps to protect our children." said Clarence Wesley, Chief Executive Officer, ME911. "We invite all East Bay families to take advantage of this free service and thank AAA for working with us to bring this service to their community."

Along with ME911, there will be several AAA partners present and AAA will be raffling out two bicycles and safety helmets to two lucky winners at the event! AAA members will also receive an exclusive 85% discount on ME911's Premium Membership services. In addition, the first 50 parents who register at www.ME911.com/fingerprinting and attend the event in San Ramon will receive a free T-shirt and the next 20 will receive a mini ME911 emergency kit.

About AAA

As North America's largest motoring and leisure travel organization, AAA provides more than 51 million members with travel, insurance, financial and automotive-related services. Since its founding in 1902, AAA has been a leader and advocate for the safety and security of all travelers. AAA clubs can be visited on the internet at www.AAA.com.

About ME911

ME911 is an innovative company offering emergency response membership services for families. In the event of a safety, health, or travel emergency or a natural disaster, members have access to a 24/7 Personal Crisis Assistant including the ability to send instant group text, email, & voice alerts to loved ones with just one phone call. ME911 also provides an online 'vault' to store an emergency profile, vital health information, phone numbers, insurance or loan documents, birth certificates, etc. that can be made available when needed most. For more information please visit www.ME911.com.

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