

Protecting Our Children

New Partnership To Aid Search For Missing Children

(NAPSA)—The thought of a missing child is a parent's worst nightmare. Whenever a child is lost or abducted, communities become more alert and parents remind their kids about the importance of safety.

Now, a new corporate partner is doing what it can to help the National Center for Missing and Exploited Children (NCMEC) bring home missing children.

General Motors' subsidiary OnStar will contribute the use of its Global Positioning System (GPS) satellite and wireless technologies, subscriber network, and the expertise of its call center advisors, to quickly relay emergency information about an AMBER Alert or a lost child to law enforcement.

Any subscriber to the service who wants to report emergency information related to an AMBER Alert, or a lost or endangered child in their area can do so by pressing the red emergency button in their vehicle. Immediately, the subscriber will be connected with an emergency services advisor who will expedite the call to the appropriate 911 dispatcher.

Each month, OnStar receives about 8,000 emergency assistance calls, which include 3,000 good Samaritan calls for medical emergencies and crashes involving other motorists. These good Samaritan calls also include AMBER Alerts and calls for missing children.

"Our partnership with OnStar has just added another 2.5 million sets of watchful eyes on the road in the nation's ongoing efforts to help find missing children," said Ernie Allen, president and CEO of NCMEC. "It is important to keep in mind that just one lead can result in finding a child."

This collaboration marks the



A new partnership will use a Global Positioning System (GPS) satellite to relay information about missing children.

first time that NCMEC has teamed up with an in-vehicle safety communications system using GPS satellite technology and private citizens to help locate missing children. The company's growing subscriber network represents what may be, potentially, the nation's largest, most technologically advanced fleet of good Samaritans.

With call centers staffed 24 hours, 365 days a year, OnStar is available to subscribers and the nation's 6,000 emergency 911 centers in all 50 states and every Canadian province.

"When a child is missing, every second counts to increase the likelihood of a safe return," said OnStar President Chet Huber. "The ability to quickly share critical information with public safety officials can be the difference between a child found and a tragedy."

The alliance is a key component of OnStar's good Samaritan program, which encourages subscribers to use the OnStar system to make calls on behalf of others in need.

To learn more, visit the Web site at www.missingkids.com.