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THE SAFE SIDE AND TLA PARTNER TO DONATE SAFETY VIDEOS TO EVERY PUBLIC LIBRARY IN TEXAS

Announcement made in recognition of National Missing Children's Day

Austin, TX (May 25, 2007) – In recognition of National Missing Children's Day, The Safe Side and the Texas Library Association (TLA) today announced they have donated a pair of award-winning, child safety videos, *Stranger Safety* and *Internet Safety*, to all 865 Texas public libraries.

The donation was announced by The Safe Side co-founders, John Walsh and Julie Clark, as TLA executive director Patricia Smith. It expands the Texas First! Child Safety Partnership to include public libraries. Earlier this year, Walsh and Clark were joined by Lieutenant Governor David Dewhurst and President of the Texas Association of School Administrators, Kay Waggoner, to announce the launch of Texas First!, and the donation of a *Stranger Safety School Resource Kit* to each of Texas' 1,037 independent school districts.

"I'd like to thank the Texas Library Association for helping expand the activities of our Texas First! Child Safety Partnership to make this important safety information to all Texas families," said Clark. "By placing these videos in the state's public libraries, virtually all Texas children have access to the safety messages, regardless of the economic circumstances of their families."

The two safety videos were developed in collaboration with the National Center for Missing & Exploited Children, and present safety information in fun, engaging, age-appropriate ways, that can help keep young children safer. Families also can download a 32-page Activity Guide for the *Stranger Safety* video free of charge at www.thesafeside.com/downloads.

"The response has been so heart-warming," said Clark. "In San Antonio, a third-grade student avoided abduction by using a lesson she learned in the *Stranger Safety* video. In a perfect world, children wouldn't be faced with such situations. But it's not a perfect world, and our mission is to help kids make good decisions when confronted by potentially dangerous situations."

Every Texas public library will receive their free videos on or around May 25th, and can learn more about the donation and videos by visiting websites for either the TLA (www.txla.org) or The Safe Side (www.thesafeside.com).

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BACKGROUND

Principals and partners

Texas First! Child Safety Partnership

JOHN WALSH

John Walsh is best known as the dedicated host of “America’s Most Wanted,” the ground-breaking television program that has led to the capture of 1,000 dangerous fugitives in the past 20 years. But it’s not the career that he envisioned for himself. John began his anti-crime activism crusade following the abduction and brutal murder of his son Adam in 1981.

The Walsh family’s tragic story alerted a nation to the danger of child predators. John and Revé Walsh created the Adam Walsh Child Resource Center, which eventually merged with the National Center for Missing & Exploited Children (NCMEC), which they co-founded in 1984. The NCMEC provides invaluable resources to parents, children and law enforcement in the United States and internationally.

Walsh has been instrumental in lobbying child protection legislation. He has been honored five times by four U.S. presidents. One of Walsh’s proudest moments was when he and his wife Revé stood beside President George W. Bush, as the “Adam Walsh Child Protection & Safety Act” was signed into law on the 25th anniversary of Adam’s murder.

JULIE CLARK

Julie Clark, a stay-home mom and former classroom teacher, founded The Baby Einstein Company in 1997 to give her own child exposure to the arts. After five years of spectacular growth, Julie sold Baby Einstein to The Walt Disney Company. Two years later, Julie partnered with John Walsh to create *The Safe Side*, an original video series that teaches young children to make good choices in potentially dangerous situations.

Julie is the recipient of Ernst & Young's "Entrepreneur of the Year Award," as well as Working Mother's "Entrepreneur of the Year Award." In 2003, she received The Distinguished Alumni Award from The College of Arts and Letters of Michigan State University, where she'd earned a degree in education and English literature. She was cited by President George W. Bush in the 2007 State of the Union speech as “representative of the great enterprising spirit of America.”

THE SAFE SIDE

Julie Clark, creator of *Baby Einstein*, and John Walsh, host of *America’s Most Wanted*, founded The Safe Side in 2005. The company was formed to distribute important safety information to children and their parents or caregivers. The Safe Side is a proud financial supporter of the National Center for Missing & Exploited Children.

www.thesafeside.com

TEXAS LIBRARY ASSOCIATION (TLA)

TLA is headquartered in Austin and was formed in 1902 to promote, support and improve library services in Texas. TLA is the largest state library association in the United States, with more than 7,000 members. www.txla.org

TEXAS ASSOCIATION OF SCHOOL ADMINISTRATORS (TASA)

TASA’s mission is to develop and promote leadership that champions educational excellence. TASA provides support for school leaders through activities focused on leadership development, impacting laws and regulations, and serving as a catalyst for cooperative efforts. www.tasanet.org

THE NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN (NCMEC)

NCMEC is a 501(c)(3) nonprofit organization that works in cooperation with the U.S. Department of Justice's Office of Juvenile Justice and Delinquency Prevention. Since 1984, NCMEC has assisted law enforcement with more than 125,200 missing child cases, resulting in the recovery of more than 107,600 children. www.missingkids.com