

*For immediate release
From Professional Research Institute
In Association with Robert Bernardini, M.S.*

Press Release

- **The chances of your child being abducted is 1 in 42. U.S. Department of Justice**
- **The F.B.I. receives over 2,000 missing child reports every day.**
- **The number of missing children has increased 468% since 1982.**
- **40% of children abducted in stranger kidnappings are killed.**
- **Each year 6,700 children die and another 50,000 are seriously injured because of everyday mishaps.**

There are many well-meaning organizations to help find lost or abducted children. They are necessary and noble to be sure. But they focus on what to do AFTER the child is missing. By then, it may be too late since **an abducted child who is killed is usually killed within 3 hours after they are taken.** That's barely enough time for a parent or guardian to realize they are even missing.

Professional Research Institute, a 13-year-old organization, has just released a first-of-its-kind program that focuses on stopping these tragedies before they happen in an all-inclusive, doctor approved way. It's called the *Fourteen Days to a Safer Child Abduction Prevention and Safety Program* and it is now available in your area.

The program uses effective learning strategies to teach youngsters from ages 2 through 13 years of age to recognize dangerous situations and take appropriate actions. The program includes a colorful children's book, CD with safety songs, stickers, teachers manual, and beany toy – "Sterling the Safety Seal" – the safety mascot.

Daily lesson plans give teachers and parents all the direction they need to effectively teach their children. Each day's lesson includes questions and answers, fun activities, songs, and games presented in non-threatening yet powerful and scientifically proven ways to ensure the child learns these life-saving messages. There's a final exam and diploma for each child who completes the 14 day program. Each lesson takes between 15 and 30 minutes.

The *Midwest Book Review* says *Fourteen Days to a Safer Child* is "... urgently recommended to all school and library collections." J. Ronald Heller, M.D., a child psychologist, says, "Every parent should have a copy." Scott Kranz, a guidance counselor says, "This program was extremely helpful and aided us in meeting our state's standard of learning for the subject material..." Topics include:

- Name, address and phone number recognition
- 911
- Strangers
- Abductions
- Getting Lost
- Water Safety
- Electrical Safety
- Household Safety
- Street & Traffic Safety
- Bike Safety
- Car Seat Safety
- Latch-Key Situations
- Guns, Knives & Drugs
- Child Fingerprinting/Identification Folder

Professional Research Institute (PRI) is asking businesses in your area to make a small contribution (as little as \$50) in order to get the *Fourteen Days to a Safer Child* into local schools and day-cares. Businesses contributing receive a *Certificate of Participation* suitable for framing, listing on the Supersafechild.com website, and mention in a future Press Release to local media. PRI is asking local media (newspapers, radio, and TV) to make short public service announcements recognizing the businesses who participate. PRI also would appreciate any other media coverage such as articles or radio interviews to spread this important message. Please contact PRI if you are willing to help in this regard and they will fax you a sample PSA.

Working together, we can stop tragedies from happening to children in your area. Please respond quickly to make children in your area as safe as possible as soon as possible.

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14 Days to a Safer Child Lesson Day-Planner™
“The Only Doctor Approved Children’s Protection Program Available”
from SuperSafeChild.com

- Meets or exceeds many states’ standards of learning requirements
- National Certification for schools with Official Certificate for Framing
“Become a SuperSafe School with SuperSafe Children”
- 14 Day Safety & Protection Lesson Plans with Teachers’/Parents’ Instructions
Psychologically sound, gentle, effective, non-threatening, doctor approved
- **No cost to schools, with fundraiser option**
- Diploma for each child
- Fingerprinting Identification Folder
- DNA Sample Kit
- Dental Chart
- Medical & Personal Information
- Photo of Child
- Full color, hard cover children’s book, “Sterling the Safety Seal” beany toy, “I’m a Safety Seal Kid” stickers
- CD with songs and narration, fun games and exercises

For more detailed description and pictures of the items go to www.SuperSafeChild.com

There is no obligation, no purchase necessary.

(If doing the fundraiser, materials supplied free.)

To become a SuperSafe School, call
SuperSafeChild.com and PRI Publishing at

Phone: (419) 869-7901

Fax: (419) 869-7935

Email: proreach@aol.com