

# The Center to Prevent Lost Children™

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## **CENTER TO PREVENT LOST CHILDREN LAUNCHES**

*CPLC TO SERVE AS OFFICIAL HOME TO THE BEST IN LOST CHILD PREVENTION INFORMATION,  
EDUCATIONAL MATERIALS, SEMINARS AND FAMILY SAFETY EXPERTS*

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ASHLAND, MA - (April 2, 2007) – Today, The Center to Prevent Lost Children (CPLC) ([www.PreventingLostChildren.org](http://www.PreventingLostChildren.org)) officially opens its doors and its programs to the public. With spring underway beckoning families and young children out to enjoy the fresh air outside, national statistics currently show that an average of 2000 of these kids get lost in a public place every day in the United States - a lifelong traumatic experience that affects 90% of all families. The launch of the CPLC creates a much needed national resource for families, media, community groups, and businesses in search of lost child prevention tips, programs, statistics and partnership opportunities. Partnering with these family-focused organizations, CPLC aims to keep children and their caregivers united and informed about best practices in this family safety sector.

Founded by national family safety expert Alyssa Dver, the CPLC is the leading authority on lost child prevention. The Center's mission is to better prepare adults and children so that children don't get lost in the first place - and when it does happen, that they can be found quickly. The Center will deliver its message through a mix of free online instructional videocasts and podcasts, live seminars, educational material, and other corporate & community programs. As part of its spring launch, CPLC and Alyssa will join its co-sponsor, the MA Freemasons on April 12<sup>th</sup> to deliver a 30-minute lost child prevention safety seminar. The seminar is free and open to the public at 7:30 pm EST at Needham Masonic Hall in Needham, MA.

A parent of two young children herself, Dver knows firsthand the importance of making this information readily available to the general public. Says Dver, "Keeping a child safe away from home is even easier than putting on a seat belt. Plus, some of the parenting myths we have carried forward through time are outdated and can actually harm a child." Dver continued, "While most parents want lost child prevention information, up until now there hasn't been a central place or easy way to disseminate practical tips and advice. By using new, pervasive technology such as YouTube and faster Internet connections in the home and school, we now have some great tools to disseminate this critical 'lost saving' information to a global audience."

Though lost child incidents happen more often than many parents and caregivers would like to believe or sometimes admit, statistics show that 7 out of 10 children will get lost at least once in their lifetime. Dver has found through her interaction with thousands of parents, grandparents, teachers and other caregivers, she knows that every adult has their own lost child story - either in terms of losing a child, being lost when they were a child, or at least witnessing someone else lose a child. Through the Center to Prevent Lost Children (CPLC) and its outreach programs, families will not only be able to better prevent these experiences from occurring, but it will improve the quality of their family time and memories together anytime they are away from home.

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### **About The Center to Prevent Lost Children™ (CPLC)**

The Center to Prevent Lost Children (CPLC) provides parents, grandparents, teachers and other caregivers with critical information that can prevent children from getting lost - and that helps find them safely when it happens. Through live and recorded seminars, the CPLC provides safety tips and product/technology advice. Adult and children's workshops are delivered in schools and day care centers, parenting clubs, religious & civic organizations, YMCAs, hospitals, and corporate settings. CPLC family safety consultants also work with employees in venues such as retail stores, amusement parks, airports, beaches and sporting events where children often get lost. CPLC also works with sponsors wanting to bring lost child prevention information to their customers or constituencies.

For more information about attending or sponsoring a lost child prevention seminar or if you are interested in developing a custom program with CPLC:

[www.PreventingLostChildren.org](http://www.PreventingLostChildren.org), 508.881.5664, info@PreventingLostChildren.org.

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