



**FOR IMMEDIATE RELEASE**

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**ALERTID HELPS FAMILIES KEEP THEIR KIDS SAFE ON HALLOWEEN**

**LAS VEGAS, NEVADA AND PALO ALTO, CALIF. (Oct. 23, 2012)** — Halloween is one of the most anticipated nights of the year. AlertID™ offers these tips on how families can stay safe while out trick or treating:

- Parents should be familiar with homes and occupants on their child's trick-or-treat route. Parents may register for FREE at AlertID.com, enter their address and instantly see an easy-to-read map showing sex offenders residing or working in the vicinity as well as view sex offenders wherever they are with the AlertID free mobile app. Members also receive alerts when new sex offender data becomes available.
- Children should wear reflective tape on their costumes and carry flashlights or glow sticks when trick-or-treating during evening hours.
- Snap a photo of the child prior to heading out on Halloween night and upload it, along with an accurate, up-to-date description, to AlertID's My Family Wallet™ (located on AlertID's free mobile app). If the child goes missing, members may access the information on their smartphones and send it instantly to law enforcement when every moment counts.
- Only approach homes that are well lit, both inside and out; instruct children never to enter a home without parental permission.
- Children should always trick-or-treat with a trusted adult or older child to supervise.
- Younger children should always be accompanied all the way to the door of the home when trick-or-treating.

- In the event they are grabbed by a stranger, instruct children to yell “This person is trying to take me!” or “This is not my mother/father!” and to resist by pulling, walking or running away.
- Stay in contact with your neighbors not only on Halloween night, but also throughout the year, by using AlertID’s Secure Social Network. See something suspicious in the neighborhood while out trick-or-treating? Members may send an alert to the neighborhood or homeowner’s association Secure Social Network group, or even instantly report it directly to the Department of Homeland Security.

“Being aware of potential threats in their neighborhoods is crucial to helping families and communities protect themselves,” said Keli Wilson, mom of three and founder, AlertID. “Our mission is to provide information and tools to help protect families and communities not just on Halloween, but every day.”

To sign up for a free account or for more information, go to [www.AlertID.com](http://www.AlertID.com).

#### **ABOUT ALERTID, INC.**

AlertID is the established leader in making the country's public safety information universally accessible, helping people protect their families and communities. Alerts are provided by trusted sources including public safety agencies, local law enforcement, schools, neighborhood groups, neighbors, family members and friends. This first-of-its-kind, fast-growing network is the leader in helping people protect their families and communities throughout the United States and is poised to evolve into the world’s go-to public safety and security resource.

AlertID has proven to help reduce crime, using secure and proven technology to create two-way communication between citizens and Federal, state and local authorities to provide immediate information on crime, terrorism, natural disasters or severe weather that can threaten the safety of families and communities. Thanks to AlertID, two-thirds of the United States population (more than 200 million residents) can receive sex offender alerts from State Sex Offender Databases. Sex offender alerts are currently available to residents in Arizona, California, Colorado, Florida, Georgia, Idaho, Illinois, Kentucky, Maryland, Massachusetts, Missouri, Nevada, New Jersey, New York, North Carolina, Oklahoma, Pennsylvania, Tennessee and Texas. In addition, the AlertID Secure Social Network provides everyone concerned about the safety of communicating on social networks a safe and easy way to share important information quickly. In many communities, AlertID has partnered with law enforcement agencies to deliver local crime data (CAD) to members. Recent partnerships include the Alameda County (Calif.) Sheriff’s Office, the Las Vegas Metropolitan Police Department, The Nevada Department of Public Safety, Amber Alert and various counter terrorism centers, among many others.

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