



City of
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News from: **Oakland Police Department**



FOR IMMEDIATE RELEASE

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Oakland Police Host Safety Fair

Oakland CA – On Friday, May 25th, the Oakland Police Department (OPD) in partnership with the National Center for Missing and Exploited Children (NCMEC) will observe National Missing Children’s Day this year by participating in the national *Take 25* child safety campaign. “This is an opportunity for us to really stress the importance of keeping our children safe” stated Chief Howard Jordan. He went on to say “child exploitation is a serious problem, and we all have responsibility to do what we can to address it.”

The Safety & Information Fair will be held on Friday, May 25th from 3:30pm to 5:00pm, at Verdes Carter Park located 9600 Sunnyside Street on Oakland. Parents and guardians are encouraged to come out with their children and talk about the how to remain safe.

Background:

May 25th has been observed as National Missing Children’s Day since it was first observed in 1983. National Missing Children’s Day serves as an annual reminder that there are thousands of children who have gone, and are still missing, and stresses the importance of making child protection a national priority. The *Take 25* campaign is a national child safety public awareness campaign created in 2007 by the National Center for Missing and Exploited Children. The campaign encourages parents to take 25 minutes to talk to their children about safety and ways to prevent abduction. The campaign begins on May 1st and continues through May 25th every year in communities throughout the country.

Every year in America, an estimated 800,000 children are reported missing, more than 2,000 each day. Of that number, 200,000 are abducted by family members and 58,000 are abducted by non-family members, for which the primary motive is sexual abuse. Each year, 115 children are the victims of the most serious abductions, taken by non-family members and murdered, ransomed, or taken with the intent to keep.

The National Center for Missing and Exploited Children is a non-profit organization. To learn more about the NCMEC or to make a donation, visit their website at www.missingkids.com.

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