

Media Contact:
Deputy Brooke Keast, PIO
775-328-6370 Office, 775-771-8252 cell

Washoe County Sheriff's Office Partners with AlertID to Protect Missing and Injured Children

Reno, NV, May 25th, 2010 – Today, Washoe County Sheriff Mike Haley announced a partnership with AlertID to protect missing and injured children. In an emergency, AlertID will enable the Sheriff's Office to instantly access vital information in order to protect children.



Traditionally the Sheriff's office has encouraged parents to use Child ID kits and fingerprinting. This new system is the first of its kind and goes far beyond identifying a child after there is a problem. It enables the Sheriff's Department to find and protect a child before there is a problem. Parents enter their child's photo, profile and basic health information into a secure portal. This information is then available to emergency services instantly.

Mike Haley, Sheriff of Washoe County had this to say, "We are very excited to take protecting children to a whole new level. With this new technology, we are able to begin protecting children the moment a child is reported missing. My officers in the field can have critical information in seconds rather than what used to take hours. In the case of a missing child, the first hour is the most critical. We are encouraging every parent in Washoe County to sign-up for this free service."

AlertID is the first online system to provide parents with protection and assistance in case their children are ever lost or injured, even when they're not there. It's a totally private and secure system that instantly gives police, first aid personnel and hospital staff all the vital information they need. It also immediately informs parents and their most trusted friends through text, email and phone if there is ever a problem.

AlertID is launching nationally this summer through the global efforts of companies like AT&T and Overstock.com. AlertID's goal is to protect 1 million families this year.

AlertID's co-founder, Eve Fritsche states, "Although we are supported and distributed on a national basis, we are especially pleased to protect children in our home state. We appreciate Sheriff Haley's passion for protecting children in Washoe County." AlertID's founders, Eve and Keli Wilson are Nevada natives and live in Washoe County.

Parents can sign up for FREE at AlertID.com

If your organization or law enforcement group would like to help get parents signed up, please contact Keli at Kwilson@alertid.me.