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Non-profit's child safety CD-ROM earns product endorsement

Child Protection Education of America, Inc., a non-profit missing children's organization based in Tampa, Fla., is pleased to announce that it has received a KIDS FIRST! endorsement for its interactive child safety CD-ROM "Be Alert, Be Prepared, Be Safe." This important seal of approval recognizes the development of positive and inspiring media for children.

The KIDS FIRST! endorsement means that "Be Alert, Be Prepared, Be Safe" will be among the titles included in the 2004 edition of "A Parent's Guide to the Best Children's Videos, DVDs, and CD-ROMs," published by KIDS FIRST! and scheduled for a Spring 2004 release. Product reviews are also featured on the organization's Web site at www.kidsfirstinternet.org.

"Be Alert, Be Prepared, Be Safe" is an interactive child safety CD-ROM developed for children that presents them with dramatized abduction situations. When the scene pauses, children are asked to select from a multiple list of choices. Each answer generates a possible outcome, both positive and negative. The CD-ROM was produced with the assistance of BVP, a production company in Tampa, Fla.

KIDS FIRST! evaluates, rates, and endorses children's feature films, videotapes, DVDs, audio recordings, software, and television using a volunteer, community-based jury comprising child development professionals, teachers, librarians, and parents as well as children of diverse geographic, socio-economic and ethnic backgrounds. More than 4,000 titles have been evaluated to date. Reviews of endorsed titles are published on the KIDS FIRST! web site, and in the organization's book, "A Parent's Guide to the Best Children's Videos, DVS, and CD-ROMs," and in reviews it provides to publications such as Good Housekeeping, Mothering, and Parenting Magazines.

Child Protection Education of America is a national nonprofit missing children organization that assists parents, and law enforcement officers involved with missing children cases, by offering free photograph distribution. The charity also offers safety education events, including fingerprinting using it state-of-the-art ID ME NOW fingerprinting program. The nonprofit is the second largest missing children organization in the country, in terms of the number of registered missing children cases. In addition to its national office in Tampa, the organization also has a Northeast branch in Framingham, Mass.

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