



NEWS

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FOR IMMEDIATE RELEASE

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MEDIA ADVISORY

AMBER Alert Fifth Anniversary Cause for Celebration

California's AMBER Alert Child Abduction notification system will celebrate its fifth anniversary with a 100% success rate. AMBER Alerts interrupt radio & television broadcasts, appear on Caltrans Changeable Message Signs, and even appear on computer screens.

The program is a partnership of law enforcement, the media and several government agencies. Several abduction cases have been successfully resolved because of the AMBER Alert Network.

The anniversary of AMBER Alerts in California brings together the partners in this proven life-saving program for a news conference to talk about the successful past and goals for the future.

WHEN: 10:00am, Monday July 30, 2007

WHERE: CHP/Caltrans Traffic Management Center
3165 Gold Valley Drive, Rancho Cordova

WHO: Sen. George Runner, Author of AMBER Alert legislation
Secretary Dale Bonner, Business, Transportation & Housing Agency
Commissioner Mike Brown, CHP
Deputy Director Randy Iwasaki, Caltrans
Milton Walters, Caltrans worker who solved the first AMBER Alert case
Vacaville Police Chief Richard Word
Sheriff Curtis Hill, San Benito County
Stan Statham, California Broadcasters Association

VISUALS: The traffic Management Center & Cellular 9-1-1 Call Center

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