



**U.S. Department of Justice**

United States Attorney  
District of Arizona

*Two Renaissance Square  
40 N. Central Avenue, Suite 1200  
Phoenix, Arizona 85004-4408*

*(602) 514-7500  
FAX: (602) 514-7693  
Direct FAX: (602) 514-7586*

May 2012

Dear Parents, Teachers, Principals, and Community Members:

The annual Take 25 national child safety campaign hits especially close to home in Arizona this year. As we all continue to hope for the safe return of Isabel Celis in Tucson, we are requesting your help in this year's effort to keep Arizona students safe.

The National Center for Missing and Exploited Children (NCMEC) ([www.ncmec.org](http://www.ncmec.org)) created the Take 25 effort to encourage families to take 25 minutes to talk to their children about safety and abduction prevention. The website for the Take 25 campaign can be found at [www.Take25.org](http://www.Take25.org). To assist families in this effort, we have enclosed a copy of "25 ways to make kids safer" for you to share with them. If you prefer an electronic version of this document, it can be found at <http://www.take25.org/page.asp?page=50>.

According to NCMEC, an estimated 800,000 children are reported missing in America every year, which is more than 2,000 children each day. NCMEC's analysis of attempted abduction cases found that in 81% of the cases, children escaped would-be abductors through their own actions. Twenty-eight percent of the children actively resisted (yelling, kicking, pulling away, running away, or attracting attention), while 53% recognized something was not right and responded by walking or running away. Because teaching and reassuring children about safety - without scaring them - requires a delicate balance, we are also enclosing "Conversation Starters," which provides parents age-appropriate suggestions for approaching the topic of safety with their children. You can find the electronic version of this document at [http://www.take25.org/res/pdf/Take\\_25\\_Conversation\\_Starters.pdf](http://www.take25.org/res/pdf/Take_25_Conversation_Starters.pdf).

May 25 has been observed as National Missing Children's Day since 1983. In conjunction with observance of this day, we are pleased to offer two Take 25 events in Arizona this year to help parents and others teach children to be alert to potential threats and provide steps that children can take to stay safe. The first event will be held on May 29, 2012, at the Foothills Mall in Tucson from 10:00 a.m. to 4:00 p.m. The second event will be held on May 30, 2012, at the Desert Ridge Market Place in Phoenix from 9:00 a.m. to 1:30 p.m. These events will provide attendees with important safety information and demonstrations, along with Child Identification Kits.

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We appreciate your assistance with this effort. Should you have any questions about the Take 25 campaign or this year's events, please do not hesitate to contact Carin Duryee ((520) 620-7300) or Dyanne Greer ((602) 514-7500), our Project Safe Childhood coordinators and lead internet exploitation prosecutors.

Sincerely,

A handwritten signature in black ink, appearing to read 'AS', written over a horizontal line.

ANN BIRMINGHAM SCHEEL  
Acting United States Attorney  
District of Arizona