



U.S. Department of Justice
Office of Community Oriented Policing Services (COPS)

1100 Vermont Avenue, NW
Washington, D.C. 20530

January 27, 2010

Dear Colleague:

On behalf of the U.S. Department of Justice Office of Community Oriented Policing Services (COPS), I would like to introduce the 2010 Take 25 campaign. Take 25 is a preventive child safety campaign that our office is promoting in partnership with the National Center for Missing & Exploited Children (NCMEC). NCMEC is a private, nonprofit 501(c)(3) organization whose mission is to help prevent child abduction and sexual exploitation, aid in the recovery of missing children, and assist children who have been victimized.

In 1983, President Ronald Reagan declared May 25th to be National Missing Children's Day, and each Administration since has honored this day as an annual reminder to make child protection a national priority. To further commemorate this day, in May 2007 NCMEC launched Take 25, a nationwide grassroots effort designed to heighten awareness of the issues surrounding missing and exploited children. The Take 25 campaign encourages law enforcement, parents, and educators to take 25 minutes to talk to children about ways to be safer, and encourages an ongoing dialogue with children about safety.

In 2009, with the help of more than 100 local and national partners including the U.S. Secret Service, the National Organization of Black Law Enforcement Executives, the Fraternal Order of Police, the Federal Law Enforcement Officers Association, and several Minor League Baseball teams, more than 1,335 Take 25 events were held in over 475 communities across the United States and abroad. These events included community rallies, school presentations, candlelight vigils, and other family-friendly activities. With the help of partner organizations, over 235,000 Child Identification kits were also distributed, giving parents and communities the tools and resources to help keep their children safer.

We encourage your agency to join the Take 25 campaign by participating in or hosting various events and outreach opportunities within your own community. To help facilitate these opportunities and guide you through the planning process, NCMEC has created numerous materials and resources in English, Spanish, French, Korean, Chinese, Braille, and Arabic, all of which are available free of charge.

We invite you to join COPS and NCMEC in our efforts to help keep children safer. To learn more about how you can get involved with the Take 25 campaign and National Missing Children's Day, please contact Aisha Yusuf at NCMEC at (703) 837-6448, e-mail take25@ncmec.org, or visit www.Take25.org. Thank you for your support of this worthy initiative.

Sincerely,

A handwritten signature in black ink that reads "Bernard K. Melekian".

Bernard K. Melekian
Director