



U.S. DEPARTMENT OF JUSTICE
OFFICE OF COMMUNITY ORIENTED POLICING SERVICES
145 N Street, NE, Washington, D.C. 20530

COPS

March 6, 2013

Dear Colleague:

On behalf of the U.S. Department of Justice Office of Community Oriented Policing Services (COPS), I would like to introduce the 2013 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 personal safety.

Since its inception and with the help of local and national partners including the Fraternal Order of Police, the U.S. Secret Service, and the National Organization of Black Law Enforcement Executives, more than 24,000 Take 25 events have been held in thousands of cities across the United States and abroad. These events have included community safety rallies, school presentations, candlelight vigils, and other family-friendly activities.

We encourage your agency to join the 2013 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 event planning guides and numerous safety resources which are available free of charge in English, Spanish, French, Korean, Chinese, Braille and Arabic.

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 Caroline Herrera at NCMEC at (571) 482-3374 or via e-mail at CHerrera@ncmec.org. To register your Take 25 event and receive free safety resources, please visit www.Take25.org/host. Thank you for your support of this worthy initiative.

Sincerely,

Bernard K. Melekian
Director