



Media Release

Monroe County Democratic Caucus

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For Immediate Release
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County Democrats Promote AMBER Alert Program

Rochester, New York – August 13, 2007. Democrats in the Monroe County Legislature today proposed legislation that would increase participation in the AMBER Alert program. The proposal sponsored by **Legislator Steve Eckel (D-Rochester)** calls on the county to encourage residents participation through a public education campaign.

“The first three hours after a child has been abducted are the most critical for rescue efforts,” said **Legislator Eckel**. “The AMBER Alert program has already assisted in the rescue of hundreds of children across the county. The fact is the more people that are aware that a child is in danger, the more hope there is for the safe recovery of that child.”

The AMBER Alert program uses the Emergency Alert System, the same system used for weather and other civil emergencies, to broadcast descriptions of an abducted child and suspected abductor on both radio and television. Recently, the National Center for Missing and Exploited Children and the U.S. Department of Justice have partnered with Wireless Foundation and the membership of CTIA-The Wireless Association to expand the reach of AMBER Alerts by delivering them to cell phones and other electronic devices capable of receiving text messages.

The Democratic proposal request that Monroe County assist in this effort by providing a link on its website that will direct residents to a site where they can register to receive wireless AMBER Alerts (already linked on the Democratic Caucus’s website **Democratiledger.org**). The proposal further requests the County distribute bulletins with information about the Wireless AMBER Alert Campaign to all county departments, town and village offices, school districts, and the libraries within the Monroe County Library System.

The legislation will come before the Monroe County Legislature’s Public Safety Committee Monday, August 20nd.

A copy of the referral is attached

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