



**McGruff Safe Kids**  
Safety & Crime Prevention Products

## FOR IMMEDIATE RELEASE

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### **Boy Scouts of America and McGruff Safe Kids™ Team up to “Take A Bite Out Of Crime®”**

The Boy Scouts of America® (BSA) and McGruff the Crime Dog™ have joined forces to help America “Take A Bite Out Of Crime.” Starting in the spring of 2007, Boy Scouts of America will purchase and make available to all Scout Troops the McGruff Safe Kids Identification Kit.

The McGruff Safe Kids Identification Kit provides an easy-to-use fingerprint identification system and, most importantly, provides valuable and timely safety information for families with children. Prominently featured is the National Crime Prevention Council’s (NCPC) famous “McGruff the Crime Dog,” who has become familiar to American children and adults alike through a twenty-seven year public service advertising campaign – “Take A Bite Out Of Crime.”

The McGruff ID kit contains proprietary, microencapsulated ink for fingerprinting, plus an easy-to-use format to include a description of the child and his photograph. Research has shown that when children are missing, it is helpful for parents and police to have fingerprints, vital statistics and a current photo on hand. The kit also contains safety rules for parents and children. Instructive material is presented within a non-threatening, game-like framework. The most important objective attained by McGruff’s ID kit is to prepare children to play and live safely.

Al Lenhardt, president and CEO of the National Crime Prevention Council, calls the McGruff Safe Kids Identification Kit a “strong preventative, instructional and advance preparation tool. We are extremely excited to be associated with the Boy Scouts of America; NCPC believes that through the leadership position that scouting occupies in America, it will inspire other young people and their families to learn about safety and crime prevention from McGruff the Crime Dog.”

McGruff Safe Kids President Kurt Boerner said, “The McGruff Safe Kids Identification Kit program and materials work to supplement the popular and effective crime prevention communications of the NCPC. Its message is that individuals can and do make a difference in preventing crimes against children.”

NCPC is the national focal point for community crime prevention and directs the familiar “Take a Bite Out of Crime” public service advertising campaign, which features McGruff the Crime Dog. In the last 27 years more than \$1 billion in public service advertising support has helped to make McGruff the Crime Dog the preeminent icon in the fight against crime in America.

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