



McGruff Safe Kids
Safety & Crime Prevention Products

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McGruff Safe Kids Unveils New and Improved McGruff Safety Kits

Minneapolis, MN - Today, McGruff Safe Kids (MSK) unveiled its updated line of safety kits with major enhancements; including new information on safely navigating Internet social networks such as Facebook and MySpace; dealing with Internet bullies and predators; and preventing identity theft, to promoting crime prevention and safety messages in our communities. These kits, available since 1992, have been acclaimed by police departments, sheriffs' offices, businesses, military installations and educators as significant safety educational material that are useful for every American family. Over the years, sponsors of MSK community events have used these safety kits to tie-in to the 28-year-old McGruff the Crime Dog® icon for the National Crime Prevention Council (NCPC), and his public service advertising campaign.

The updated safety kits, available at www.mcgruff-safe-kids.com, include: *McGruff Safe Kids ID Kit*, *McGruff Internet Safety Kit*, *McGruff Safe Kids Halloween Kit* and *McGruff Safer Seniors Kit*. MSK President Kurt Boerner stated, "While some people try to make the streets safe for kids, we teach kids how to be safe on the streets. Today, new rules apply to keeping our kids safe and these McGruff Safety Kits provide those necessary tools."

The safety kits, described below, have become classics in the realm of business and community-wide child protection and safety programs. These unique kits serve as an invaluable promotion of safety due to their association with America's greatest crime fighting icon – McGruff – who enjoys a 94% recognition rate among adults and children.

McGruff Safe Kids ID Kit – This is the *only* fingerprint/child safety program supported by the NCPC. The twelve-page guidebook is designed to teach kids how to be safe on the streets. This kit includes internet safety information, instructions for parents and children, games that reinforce Mom and Dad's safety message, a special McGruff the Crime Dog® tear-off card and a personal record card with child-safe fingerprint ink to instantly create a child's personal identity profile. In its 16 year history, the safety kit has promoted the message of community safety for thousands of businesses, helped law enforcement departments to effectively accomplish their jobs of crime prevention, and most importantly, helped to make millions of America's children safer on the streets.

McGruff Safe Kids Internet Safety Kit – Twelve pages of fun and interesting interactive guidance for parents and their children to learn together about safe and appropriate Internet use by kids. It now includes advice on social networking sites (such as MySpace and Facebook), internet predators, internet bullying and more.



McGruff Safe Kids Halloween Kit - It's been helping kids have a fun and safe Halloween since 1996. The kit contains eight pages of the latest in Halloween safety tips, along with fun games, puzzles, recipes and costume ideas. There's also an online Halloween information section where parents and children can access and browse an interactive Halloween Safety quiz, pumpkin carving tips, Halloween jokes, and inexpensive Halloween recipes.

McGruff Safer Seniors Kit - The kit is a compilation of common sense and inexpensive tools seniors can use to fight crime against themselves and their property. The kit includes detachable emergency and medical reference cards, as well as handy tip sheets for home security and car travel. It also includes an updated identity theft section, along with references to web sites where additional free crime fighting information is available.

The McGruff Safety Kits' success hinges on their non-threatening, common sense creative approach to frightening personal safety concerns. MSK ignited the use of educational materials designed for children and families and supported by businesses, law enforcement agencies, military family programs and community organizations, and has now reinvented these four great products to carry crime prevention and safety messages to all in 2008 and beyond. This revitalized product line, with its interactive teaching methodology between adults and children, entertaining graphics and McGruff the Crime Dog®, is available to the public to help America's children have a safer tomorrow.

McGruff Safe Kids is a subsidiary of Boerner Inc, a licensed company of The National Crime Prevention Counsel. McGruff Safe Kids is a retailer of safety and crime prevention products sold to parents, police departments, sheriffs' offices, businesses, military installations and educators to promote safety in our communities. For further information, contact Kurt Boerner at 612.670.0945.

Note to editors:

- For images of the McGruff Safety Kits described here, go to: www.mcgruff-safe-kids.com/media.html
- For product samples or a PDF of the McGruff Safety Kits please send e-mail with your contact information to kurt@mcgruff-safe-kids.com.

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