



**U.S. Department of Justice**

*Office of Community Oriented Policing Services (COPS)*

*145 N Street, NE  
Washington, DC 20530*

March 8, 2011

Dear Colleague:

On behalf of the U.S. Department of Justice Office of Community Oriented Policing Services (COPS), I would like to introduce the 2011 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 25<sup>th</sup> 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 2010, with the help of more than 100 local and national partners including the Fraternal Order of Police, the U.S. Secret Service, the National Organization of Black Law Enforcement Executives, and the Federal Law Enforcement Officers Association, more than 3,500 Take 25 events were held in over 1,380 cities across the United States and abroad. These events included community safety rallies, school presentations, candlelight vigils, and other family-friendly activities. With the help of our partner organizations, over 300,000 child identification kits and information on safety tips 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 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 Chantay Carter at NCMEC at (703) 837-6448, e-mail [take25@ncmec.org](mailto:take25@ncmec.org), or download information on [how to begin](#). To register your Take 25 event and receive free safety resources, please visit [www.Take25.org](http://www.Take25.org) and select [add an event](#). Thank you for your support of this worthy initiative.

Sincerely,

A handwritten signature in cursive script that reads "Bernard K. Melekian".

Bernard K. Melekian  
Director