



Local Brothers Trade Trucking Business for New DIGIKIDS® Child I.D Franchise

In response to the more than 2,000 missing children reported in the United States each day, DIGIKIDS® recently unveiled its new Child ID Kit that allows parents to provide law enforcement officials, the media, the NCMEC and other agencies with two high-resolution photos along with medical and identifying information to aid in recovery efforts

San Antonio, TX (PRWEB) March 10, 2005 -- Over the last 10 years, Brent and Jentry Poss enjoyed most things about being co-owners of their locally operated family trucking company, save for one small detail. They were not passionate about it. Fast forward eight months, and these brothers are prepared to launch a local business they are extremely passionate about, helping to protect the children of this community through a very advanced Child I.D. franchise called DIGIKIDS®.

In response to the more than 2,000 missing children reported in the United States each day, DIGIKIDS® recently unveiled its new Child ID Kit that allows parents to provide law enforcement officials, the media, the NCMEC and other agencies with two high-resolution photos along with medical and identifying information to aid in recovery efforts. According to the National Center for Missing and Exploited Children (NCMEC), far too many parents are not prepared to act in a missing child emergency. Most importantly, DIGIKIDS® Quick Response software can get this vital information into the hands of authorities anywhere in the world within minutes.

According to the NCMEC, acting within the first 20 minutes following a disappearance is absolutely critical. By utilizing DIGIKIDS® business card-sized CD-ROM (easily carried in a pocket or purse) which operates in any PC with a CD-ROM drive, parents are only moments away from distributing pre-formatted flyers and posters complete with high-resolution photos and last-minute details anywhere in the world via internet email. The electronic delivery to law enforcement officials of a child's digitized photo can save crucial time, since the chances of safely recovering a child are much greater within the first few hours immediately following a child abduction, says John Walsh, founder of the NCMEC (NCMEC.org).

Kate Kohl, Director of the local Heidi Search Center, also gives DIGIKIDS® her full endorsement, stating that DIGIKIDS® is the only Child I.D. program I have ever seen that I would actually buy for my children.

Although the service is available through schools and daycares, DIGIKIDS® ability to produce these I.D.s on site in 2 minutes or less affords a perfect opportunity for any local business wishing to sponsor a DIGIKIDS® safety event as a means of giving back to the local community or its employees. At \$15.95, we feel the program is affordable enough for every parent to have, but we also are very proud to give \$2.00 back to schools and charities, such as the Heidi Search Center, for every kit we sell, states Jentry Poss. Their territory encompasses San Antonio, Austin, and eight other surrounding counties.

For more information, please visit www.digikids-id.com, or call 210-200-8458.

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**Contact Information**

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DIGIKIDS

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Online Web 2.0 Version

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