



LEO P. MCGUIRE
SHERIFF

OFFICE OF THE BERGEN COUNTY SHERIFF

BERGEN COUNTY JUSTICE CENTER
HACKENSACK, N.J. 07601

June 2010

Dear Bergen County Resident:

I am pleased to announce that the Bergen County Sheriff's Office (BCSO) has undertaken a major new public safety initiative for the County of Bergen. We have partnered with AMBER Ready Safety Solutions, Inc. and will be using their AMBER Ready Program as another tool to keep Bergen County safe and protect its most vulnerable residents. Through our agency's website you will be able to enroll in the AMBER Ready Program at no cost and create a profile, with photograph, for each of your family members. The profile downloads to your cell phone and personal e-mail (no centralized database is maintained). Should a person enrolled in the program be reported missing, their profile can be sent to AMBER Ready from your cell phone or e-mail. Within minutes AMBER Ready will send a 'Missing' poster back to the Sheriff's Office.

According to the National Center for Missing and Exploited Children and the U.S. Department of Justice, 797,500 children were reported missing in just one year. That's an average of nearly 2,200 children reported missing every day. However, anyone, no matter their age can be taken against their will or be injured, lost or go missing. The AMBER Ready Program is an important tool for protecting those you love and aiding the law enforcement community in returning them to you if the unthinkable should occur.

The AMBER Ready Police Emergency Notification System and 24-Hour Emergency Response Network will be most effective when you become "AMBER Ready" by enrolling in the program and creating profiles of all family members. It is absolutely FREE and only takes a few minutes. Simply visit our website at www.bcsd.us and click on the **AMBER Ready logo**. Just be sure that you have a current digital photograph of each family member on your computer. Also, please know that you can recreate these profiles as often as necessary. Should someone's appearance change significantly (e.g. a growth spurt, a new hair color) simply log back in to AMBER Ready and recreate the profile with a current photograph.

Everyone believes this is something that happens to someone else...until it happens to them. Please consider this program and the potential it holds to keep your family safe. I believe you will conclude, as I have, that it could provide law enforcement with the crucial help we need in the midst of a crisis.

Sincerely,

Leo P. McGuire
Bergen County Sheriff