

Subject: Code Adam

Date: June 2, 2010

For Immediate Release

In an effort to remain a safe, family environment, the Plumas Sierra County Fair is proud to partner with the California Department of Fairs and Expositions and the National Center for Missing and Exploited Children by participating in their Code Adam program.

Initially developed by Wal-Mart employees in 1994 and named in honor of Adam Walsh, who was abducted from a Florida shopping mall in 1981 and later murdered, Code Adam has grown to become one of the country's largest child-safety programs. Adam's father, John Walsh, co-founded the National Center for Missing and Exploited Children and is the host of the well known television series "America's Most Wanted."

This powerful search tool provides steps for fair employees to follow in the event that a child is reported lost or missing. All current employees as well as seasonal help and volunteers are being trained to follow the program that does everything it can to reunite young ones with their parents, safe and sound.

Fair Manager John Steffanic wants all fairgoers to know that if their child goes missing, approach any fair employee or volunteer to set Code Adam into motion. "I know that feeling when you look for your child, and they aren't where you think they should be. It's nice knowing there is a process that a parent can go to at that stressful moment."

The National Center for Missing & Exploited Children offers these tips:

- If your child is missing from home, search the house checking closets, piles of laundry, in and under beds, inside large appliances, and inside vehicles, including trunks - wherever a child may crawl or hide.
- If you still cannot find your child, immediately call your local law enforcement agency.
- If your child disappears in a store, notify the store manager or security office. Then immediately call your local law-enforcement agency. Many stores have a Code Adam plan of action - if a child is missing in the store, employees immediately mobilize to look for the missing child.
- If your child is missing from a fair or amusement park, notify officials and conduct a search of the surrounding area. If you still cannot find your child, immediately call local law enforcement.