



FOR IMMEDIATE RELEASE

For more information contact:

Contact: Mary Ann Dilling, Executive Director of Fond du Lac Festivals, Inc.

Melinda Bathke, Event Planning Intern

Phone: (920) 923-6555

SAFE ASSURED CHILD ID KITS BACK AT HORICON BANK'S TASTE OF FOND DU LAC

(2/22/2010)- Horicon Bank will once again be providing the Safe Assured Child ID service at this year's Taste of Fond du Lac. The service will be available from 11am to 4pm at the Fond du Lac County Expo Building to families with children. The Safe Assured kit is a valuable tool that parents can use to provide local law enforcement with all the information necessary to identify a child in the unfortunate event he or she goes missing.

"We sincerely hope no one will ever have to use these kits, but we are lucky to have Horicon Bank providing them," said Mary Ann Dilling, Executive Director of Fond du Lac Festivals. "It's nice to know that our little festival-goers and their families will be taken care of should the need arise."

The ID kits include a mini CD with sensitive encrypted information about the child for identification purposes including: digital fingerprints, photo, video of the child, personal information such as address, date of birth, identifying marks, etc. Along with all the personal information, the CD includes a program providing the ability to create a missing person poster right from the information on the CD. The kit also includes an identification card with a photo and important information and a prevention guidebook

for parents, written in conjunction with the National Center for Missing and Exploited Children.

“The Safe Assured program is a valuable community service we are able to provide to families and children,” said Christine Oelke, Marketing Officer of Horicon Bank. “It is a great example of Horicon Bank’s Vision, ‘working together to make lives better and more secure.’”

This is the second time Horicon Bank is providing this service at Taste of Fond du Lac. Through the years they have provided it to local schools in communities they serve and hope to continue providing this service more often in the future. If you would like more information, or to bring the Safe Assured ID program to your school or community, please contact your local Horicon Bank.

Advance tickets to Horicon Bank’s Taste of Fond du Lac are \$1.50, and are available at Wegner’s Office Supply, Fond du Lac Area Convention and Visitors Bureau and the Horicon Bank Ripon and Fond du Lac locations. Tickets at the door are \$2 and children five and under are free. Food tickets will cost just \$.50 a piece. Visit fdlfest.com for more information.

Horicon Bank’s Taste of Fond du Lac is brought to you by Horicon Bank, Stella Artois, Pepsi Americas, WFRV CBS 5, The Reporter, Hopper’s Silk Screening and All-Star Trophy, News-Talk AM 1450 KFIZ, Specht Electric and Communications, Festival Foods and Charter Communications.

Fond du Lac Festivals, Inc. is a non-profit organization founded in 1983 with a mission to direct, promote, and support festivals and special events that showcase the Fond du Lac community. The organization, with a great deal of help and support from the

community, is responsible for Walleye Weekend, Light Up the City, and Horicon Bank's Taste of Fond du Lac. These events benefit more than 100 local non-profit organizations.

####