PRESS ADVISORY

For Immediate Release: 4/20/2007
Margaret Bullens
Founder and Executive Director SAFE**NOW**PROJECT

Carl DeMaio Joins Board of Directors of SAFENOWPROJECT

KANSAS CITY – SAFE**NOW**PROJECT, a non-profit dedicated to creating, promoting and advocating for community-based strategies and resources to eliminate child sexual abuse, is pleased to announce that Carl DeMaio, President of The Performance Institute, is joining its Board of Directors.

DeMaio is a nationally recognized leader in government performance, accountability, and transparency reforms. Since founding the Performance Institute in 2000, he has built the organization into the largest "good government" think tank in the nation. For the past five years, the Institute has sponsored a best practices conference on Sex Offender Management—attended by hundreds of officials from law enforcement, criminal justice, and social services who work on preventing and responding to sex crimes.

"We are thrilled to be able to harness Carl DeMaio's experience in improving government performance to look at ways to improve sex offender management programs across the nation," commented Margaret Bullens, Founder and Executive Director of SAFE**NOW**PROJECT.

"SAFE**NOW**PROJECT is the nation's leading voice in the effort to improve community capacity to prevent, investigate, prosecute and respond to sex crimes," noted DeMaio. "I am pleased to be a part of an organization that is having such a tremendous impact on improving child protection nationwide."

DeMaio will join the SAFE**NOW**PROJECT for a press conference on Monday, April 23, 2007 in his home town of San Diego, CA for the unveiling of MOLLY MEERKAT®--SAFE**NOW**PROJECT's official child safety and protection mascot. MOLLY MEERKAT® is an integral part of SAFE**NOW**PROJECT's community education and child protection curriculum soon to be released as a module of the national Neighborhood Watch toolkit by the National Sheriffs' Association.

SAFE**NOW**PROJECT® is a national 501(c)(3) not-for-profit organization that helps policymakers, community members, and law enforcement to identify the health, social, and economic challenges that contribute to sexual violence (with a special focus on child sexual abuse) and to target resources toward sound, cost-effective safety solutions. For more information on MOLLY MEERKAT®, or to support child safety awareness with a financial donation or sponsorship, visit **http://www.safenowproject.org.**

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