

**March 5, 2008**

**Press Release**

**FOR IMMEDIATE RELEASE**

**Filming of The First National Missing Children's Telethon Goes to Everest**

Anchorage, Alaska: A World Press Conference and announcement of the final filming of the "First National Missing Children's Telethon" for the Benefit of A Child Is Missing, was held at the Organic Oasis Restaurant and Juice Bar, where media and guests were in attendance. George LaMoureaux, Founder of Climb For America's Children and National Advisory Board Member of A Child Is Missing, committed to complete the telethon on Mt. Everest in this history-making event.

The historic timing of the event is paralleled by the 55<sup>th</sup> Anniversary of Sir Edmond Hillary's and his Nepalese Sherpa, Tenzing Norgay who summited Mt. Everest at 11:30 am May 29, 1953; which coincided with the Queen of England's Coronation of that same year and now more recently the 2008 Olympics Torch being carried to the Summit of Everest during the Opening of the Olympic Games this year. In addition, for the first time ever, this climb will be filmed in "True High Definition 1080 DPI-HD". It will also be the first time that the South Col. Route of Everest, "The Hillary Route" has been filmed so extensively, with over 250 hours of footage to be shot with "Executive Producer Fred Potts Films", "Co-Producer Michael Ouellet" Contributing Producers "Steve Kroschel Films", "William Bacon Productions" and support from "Sony Broadcast". In addition, there will be other noted participants who were featured in movies, television, Discovery Channel and National Geographic that will be participating in this event, with more updates to be announced!

Because of the substantial shortfall in donations this year, A Child Is Missing is asking for an "Angel of Mercy" come forward to help in this life saving mission and donate a check in the amount of \$55,318.33 or a donation of any kind made payable to: "A Child Is Missing", in order to finance the completion of the Climb For America's Children and A Child Is Missing's "First National Missing Children's Telethon"; an "Extreme Sport NeXt Generation Telethon" for the benefit of A Child Is Missing. The funds raised from this event will go to fund the operations and expansion of the National Command Center, Training of Law Enforcement and Awareness Campaigns.

A Child Is Missing is a 501 (3) (C) Non-Profit Organization that works with law enforcement in the first few critical hours of a child's disappearance. When a child is reported missing, time is of the essence and determines whether they live or die, A Child Is Missing is the first response group and program that works directly and exclusively with law enforcement in the first few critical hours and this program is free to law enforcement. Alaska was the second state outside of Florida to have the program available to them, which also helps Alzheimer's and the disabled.

As there are over 2,000 to 3,000 children reported missing in America every day according to the FBI and the US Department of Justice; a fact that is mostly unknown to the general public, The First National Missing Children's Telethon will highlight these and other facts that relate to this life saving effort in protecting our children.

LaMoureaux, a National Advisory Board Member of A Child Is Missing for the last seven years said; "We greatly appreciate our sponsors support, because without them and their help in the last few hours before the window closes, this event would not happen this year; over 800,000 or more children would be reported missing without the families in America knowing about this travesty

inside our own country; and the critical funding that this event will raise will not come in, and that means lives lost. We can not allow this to happen!"

LaMoureaux, who has been on a seven year mission to help find missing children, is also fighting another battle; as a "Recent Cancer Survivor" that has had five Cancer Surgeries in the last two months and is on a "Customized All Natural Nutritional Recovery Program" for pre-climb, during the climb and post climb of Everest from sponsor Steve Plante', owner of the Organic Oasis. "This program will strengthen LaMoureaux's immune system and create the strength to climb Mt. Everest" said, Plante'. LaMoureaux, also received substantial recognition and support from the Lance Armstrong Foundation for inspiring and empowering people effected by cancer.

LaMoureaux, who summited the 20,320 ft. peak of Denali in 2002, which was filmed by a FOX / Olympics Camera Crew, where he and his team went up Denali with only 17 days of food, because of bad weather conditions stayed for 31, consequently half the team turned around and went home, several died that year on the mountains (not in LaMoureaux's Team), but LaMoureaux stayed until he and half of his team summited, which will be a part of the broadcast event.

LaMoureaux and his team in the completion of this filmed event will attempt to summit Everest's highest Peak of 29,038 ft.; departing Alaska March 17, 2008, "Saint Patrick's Day", (also his "younger brother Bart's birthday" who is one of six of LaMoureaux's family members who died within the last two years), LaMoureaux said; of his brother "he knows in his heart that he will be there too!"

The continuation of this filmed event will show the history of climbing on both Denali and Everest along with the expeditions including the deaths of many who have tried and is expected to be broadcast to millions nationwide as part of the "First National Missing Children's Telethon", taking television viewers to the "Coldest Mountain on the Planet" and then to the "Tallest Mountain on the Planet"; all the while feeding viewers information on the missing children problem in America and showing them a part of the solution with law enforcement utilizing A Child Is Missing's First Alert Program at the same time! LaMoureaux said, "The problem today with a Jerry Lewis Style Telethon, is that no one wants to watch and hear the bad news; viewers just change the channel. They want to be entertained with a Survivor Style/Discovery/National Geographic Broadcast and get fed a small amount of bad news at a time, so if that's what they want, that's what we will give them!" We will be coming back from the mountains to the studio in order show how A Child Is Missing's System and Program works and to tell the real stories of the missing and found children along with law enforcement and celebrity support. We will also be showing film shorts such as "Harvest", which highlights a growing problem of child abduction and surgical removal of body parts for profit along with other film shorts on sexual predators.

In addition, a new technology in telethons will be utilized that can handle millions of calls simultaneously to be provided by AT&T, which will generate the needed funds to expand the National Command Center, Train Law Enforcement and Fund Awareness Programs.

A Child Is Missing is the "first and only" organization/program that works exclusively with Law Enforcement in the search and recovery of missing children in the first few critical hours of a child's disappearance, which usually determines whether they live or die. From A Child Is Missing's National Command Center (which is operational 24 hours a day 365 days a year); once a call is received from law enforcement, we Geo-Map and Triangulate the Position of the last sighting of a child and send out 1,000 Emergency Alert Calls a minute to the area where the child was last seen until an entire city is impacted. The program is free to Law Enforcement nationwide. There are success stories on our website at: [www.achildissing.org](http://www.achildissing.org)

A Child Is Missing's Program is now in all Fifty States Nationwide and to date we have over 325 safe assisted recoveries to our credit. We work with the US Marshal's Service, FBI, State and local law enforcement agencies, attorney generals offices and other child safety groups. The program has been used successfully for over 11 years. We also assist in school lock downs, CART, Airport Alerts for children and people with Alzheimer's.

A Child Is Missing's **Board of Directors and Advisory Board** looks like the who's who of Law Enforcement, and Founder Sherry Friedlander was awarded the coveted "J. Edgar Hoover Award for Distinguished Public Service" by the National Association of Chiefs of Police.

A Child Is Missing's Founder Sherry Friedlander said, "The need is real and this event is important to us, as it will give us the money we need to continue to fund the ACIM Search and Recovery Center which operates 24 hours a day 365 days a year and the continued training of law enforcement. We are hoping that more caring individuals and sponsors will immediately come forward and support us as time and children's lives are of the essence!"

For more information visit our websites at: [www.achildismissing.org](http://www.achildismissing.org) and [www.climbforamericaschildren.com](http://www.climbforamericaschildren.com)