

# Child ID Program.

New York Life's Child ID Program is designed to help children in our community learn how to stay safe in the home, at play, or wherever they happen to be. It also provides a comfortable way to develop relationships with young families, businesses, schools, and non-profit organizations in your community by hosting a safety-oriented event where all children receive a New York Life-issued Child ID.

## Why host a Child ID event?

A Child ID event encourages family and safety-oriented businesses and organizations to interact with members of the community in a relaxed, fun environment. When you host a Child ID event, you are sending a message to your community that your business or organization cares.

Hosting a Child ID event can also open the door for unique friendships and interactions between you and other businesses and organizations. In addition, local TV and radio stations often cover a Child ID event, providing favorable media coverage for your business or organization.

## Benefit to parent or guardian

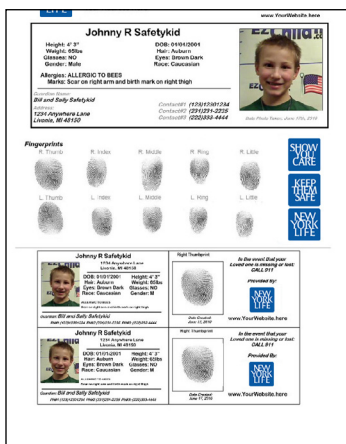
Having a Child ID will give the parent or guardian peace of mind knowing that should anything ever happen to their child, they will have an ID with vital information to distribute to the local authorities.

## Potential partners and activities

Potential partner organizations at a Child ID event include local fire and police departments, Boy and Girl Scout troops, hospitals and medical specialists, youth and senior centers, food pantries, athletic clubs, tutoring services, The Red Cross, Goodwill, and the Chamber of Commerce.

## Why partner with New York Life?

Helping to protect families is at the heart of what we do. We are committed to making a difference in communities across the country. Through our sponsorships of Child ID events, New York Life continues our mission to serve the needs of local families and build relationships on a favorable basis.



Child IDs are created using the EZ Child ID System, the nation's most comprehensive digital fingerprinting child identification system. Created with help from the National CHIP foundation and law enforcement officials, this system ensures that the digital fingerprints meet industry standards by capturing all vital information required by the Amber Alert system.

In only 3 to 5 minutes, a Child ID card is printed for each parent or guardian free of charge. Child ID cards feature a child's photo, fingerprints, contact information, and other pertinent data needed by the police in case of an emergency.

Please note that children must be accompanied by a parent or legal guardian. No child's information or pictures are electronically retained. All data is automatically erased upon printing the Child ID. The only information New York Life keeps is a parent or guardian's contact information, and only if permission has been granted for an Agent to contact them with more information about New York Life.

For more information contact New York Life Agent:

Phone:

Email:

AR06379.122013 SMRU523804 (Exp. 12.31.2015)

