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Media Contact:

Kathy Phelps, Dixon Schwabl

585-899-3238

Kathy_Phelps@dixonschwabl.com

NEWS RELEASE

The Surviving Parents Coalition's cross-country RIDE FOR THEIR LIVES marks its final stop in Los Angeles with a Celebration and Rally

LOS ANGELES, CALIF. – Ed Smart, Ahmad Rivazfar and Mark Lunsford, each fathers of daughters who were abducted by child predators, will arrive in Los Angeles on Wednesday, September 22, 2010, to celebrate the grand finale to the *Ride For Their Lives*. The grueling, cross-country cycling ride began in Rochester, New York on August 21 as an awareness campaign for the Surviving Parents Coalition's child advocacy initiatives.

The celebration and rally begins at 4:00 p.m. at the CNN Headquarters, located at 6430 Sunset Blvd. The cyclists expect to arrive at approximately 4:45 p.m. Over 50 parents of children who were abducted, sexually assaulted and murdered, recovered or remain missing will participate in the rally which will include speeches, live entertainment and the unveiling of the *Ride For Their Lives*'s "Wall of Remembrance". Fifty white doves representing each of these children will be released. Child Identification Kits and multiple resources for protecting children from sexual abuse and abduction will be available free of charge to all those in attendance.

Co-founded by Erin Runnion and Ed Smart, the focus of the Surviving Parents Coalition (SPC) is to raise awareness about prevention education, as well as legislative progress and promote best practices for law enforcement and communities in responding to predatory crimes. Runnion, the mother of Samantha Runnion, whose life was cut short by a predator in July 2002, is hosting the *Ride For Their Lives* finale event. In addition to the Surviving Parents Coalition, Runnion is the founding director of The Joyful Child Foundation – In Memory of Samantha Runnion.

The purpose of the *Ride for Their Lives* is to focus on four main legislative issues surrounding child abuse and abduction cases:

1. **DNA Collection on Felony Arrest** – lobby for DNA collection upon felony arrest, not just on felony conviction. Currently, 24 states have passed some form of DNA on felony arrest legislation, but there are 26 states that should follow suit. www.dnasaves.org.
2. **Protect our Children Act of 2008** – this law gives more resources to the investigation and interdiction of child pornography and exploitation cases. SPC continues to lobby for full funding of this law to ensure adequate funds and resources are available to Internet Crimes Against Children Task Forces. Over one million computers have been identified by the task forces

uploading known images of assaults on children under the age of 12, but less than two percent are currently being investigated due insufficient funding.

3. **The Adam Walsh Act** – The SPC continues to lobby for full funding of this important legislation, and also to encourage states to participate in the Sex Offender Registration and Notification Act, which sets minimum standards for a national sex offender’s registration and notification system.
4. **“Not ONE More Child”** – A Child Safety Education Initiative that educates and empowers children to recognize, avoid, resist and escape dangerous and violent situations including bullying, assault, abuse and abduction.

In 2004, California voters overwhelmingly supported Proposition 69, which requires DNA collection upon arrest for all felony crimes. Strengthening the California DNA program will assist law enforcement in quickly and accurately identifying perpetrators of violent crimes. Presently, there are over 100,000 known sex offenders in the state of California and over 250,000 personal computers were identified trading child pornography in this state in a given 48-hour period.

The final leg of the *Ride for Their Lives* will start at Home Depot, 401 West Esplanade Drive, Oxnard, CA 93030 at approximately 11 a.m. Members of the public are invited to register to ride from Oxnard at www.active.com, keyword search “Los Angeles Ride for Their Lives.” Members of the public in the Los Angeles area will have two opportunities to join the cyclists for the final leg of their journey. Registration is not required to join at either of these stops:

- 2:30-3:00 p.m. at Starbucks in Brentwood. 13050 San Vicente Blvd., at the corner of 26th St.
- 4:00 p.m. at Nonna of Italy. 9255 West Sunset Blvd., West Hollywood

The National Sponsor of *Ride for Their Lives* is Limited Brands, the parent company of Victoria’s Secret, Bath and Bodyworks, C.O. Bigelow, Henri Bendel, La Senza and White Barn Candle Co. Additional sponsors include Full Moon Vista Bike & Sport, Beau Productions, Brabon Justice International, LLC and Dixon Schwabl.

For more information about *Ride for Their Lives* and the Surviving Parents Coalition, visit www.RideforTheirLives.com.

About The Surviving Parent Coalition

The Surviving Parents Coalition is a parent-driven, 501c4 organization committed to saving children’s lives. The coalition’s founding demonstrates the power of survival and how suffering can motivate people to accomplish extraordinary things. SPC lobbies for prevention education and legislation because they are essential to effective change. Its goal is to ensure young people mature naturally without abuse and emotional turmoil. The Surviving Parents Coalition aims to cultivate support from the public to join as “Friend” members so that together, we can ensure Not One More Child is victimized.