



For Immediate Release:

September 14, 2010

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NEWS RELEASE

The Surviving Parents Coalition's cross-country RIDE FOR THEIR LIVES Stops in San Luis Obispo at Sheriff's Family Day at the Ranch

SAN LUIS OBISPO, CALIF. – Ed Smart, Ahmad Rivazfar and Mark Lunsford, each fathers of daughters who were abducted by child predators, will arrive at the Madonna Inn off of Highway 101 on Saturday, September 18, 2010. 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 and will culminate on Wednesday, September 22 in Los Angeles.

The Sheriff's Family Day at the Ranch is free to the public from 10:00 a.m. to 4:00 p.m. The cyclists expect to arrive at approximately 2:00 p.m. The Surviving Parents Coalition (SPC) is a group of parents of children who were abducted, sexually assaulted and murdered, recovered or remain missing. SPC co-founder, Erin Runnion and Parent Members, Sharon Brooks (mother of the first child recovered after a CA Amber Alert in 2002) will participate in the event, which will include speeches and live entertainment. Child Identification Kits, safety coloring books and multiple resources for protecting children from sexual abuse and abduction will be available free of charge to all attendees.

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.

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.

Members of the public are invited to register to ride with Ed and Ahmad at www.active.com, keyword search “San Luis Obispo Ride for Their Lives.”

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.

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