

Zaharia's Ashland Ford Chrysler and Robert Bernardini Keep Ashland Middle School Students Safe

Zaharia's Ashland Ford Chrysler will donate Robert Bernardini's doctor approved safety program, Fourteen Days to a Safer Child™, Ashland Middle School.

October 16, 2008 (FPRC) -- ASHLAND, WI -- Zaharia's Ashland Ford Chrysler of Ashland, WI has partnered with Robert Bernardini's Super Safe Child Program in the fight to stop children from being abducted, kidnapped, injured, lost, and entering into other dangerous situations.

To help keep local area children safe, Zaharia's Ashland Ford Chrysler will donate the unique, effective, and doctor approved safety program, called Fourteen Days to a Safer Child™, to Ashland Middle School. The program teaches children as young as two-years-old how to recognize danger and do the right things to stay safe.

According to the FBI, an American child is reported missing every 41 seconds. Each year, 58,200 children are abducted by non-family members and 40 percent of children abducted in stranger kidnappings are killed. Not as well publicized are the facts that every year 6,700 children die and another 50,000 are seriously injured in accidents and every day mishaps.

With the help of lovable Sterling the Safety Seal, The Fourteen Days to a Safer Child™ program addresses these issues along with other areas that are major concerns for every parent such as:

- What children should do if they get lost
- How to avoid poisonings and household injuries
- How to react if a stranger tries to kidnap them
- What to do in case of lightening
- What the child should do if he or she finds a firearm
- Fire safety
- And more

The program comes with a Fingerprinting/ Identification Folder with emergency phone numbers and contact information in case a child goes missing.

"Fourteen Days to a Safer Child™ focuses on preventing tragedies, not just reacting after they occur. Prevention is especially important, since an abducted child who is killed is usually killed within 3 hours after they are taken. That's barely enough time for a parent of guardian to realize they are even missing," says Robert Bernardini, author of the Fourteen Days to a Safer Child™ program and founder of the Super Safe Child Program (<http://www.supersafechild.com>).

The program accomplishes preventing tragedies through a unique and gentle 'multi-modal' approach to learning that allows the child to understand and remember the safety information faster and easier. Safety awareness by the child becomes instinctive, especially if taught before the age of 10.

"Consider the case with 5-year-old Samantha Runnion in California. She was playing in her front yard when a man came and asked her to help her look for his lost puppy. She was found dead a week later. Had she been able to recognize this ploy, she might have run the moment the man approached her, and she might be alive today. One of the first lessons in 'Fourteen Days to a Safer Child' is exactly that scenario," explains Bernardini.

The program comes with fourteen days of step-by-step lesson plans with games, fun activities, quizzes, songs, stickers, illustrations, final exam, diploma, and instructions. The publisher says it is the most comprehensive and thoughtful children's safety program in the country and has been approved by child psychologists. To learn more or to make a contribution to for a local school, contact Professional Research Institute, (419) 869-7901 or visit <http://www.supersafechild.com>.

About Robert Bernardini: Robert Bernardini is the creator of the Fourteen Days to a Safer Child™ program and the author of numerous children's books including the Golfer's Night BeFORE! Christmas, The Crystal and the Keyhole -- Santa's Magic Secret, A Southern Time Christmas, Southern Love for Christmas, Santa's Christmas Surprise, and Christmas All Over. Robert Bernardini is also the author of the book, 'The Truth About Children's Health,' a comprehensive resource that has been called one the most important books available today by health care professionals. Robert Bernardini's entire collection of works is available for purchase online at Amazon.com or through PRI Publishing at (419) 869-7901.

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