



NNSO

Newport News Sheriff's Office

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MEDIA RELEASE

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FOR RELEASE: **Immediate**

DATE: **September 14, 2012**

Benefit Car & Motorcycle Show

Newport News Sheriff's Office holds fundraiser for Project Lifesaver

Due to drenching rains on August 25th, the Project Lifesaver benefit car show was postponed. The Newport News Sheriff's Office rescheduled the **Benefit Car & Motorcycle Show** for **Sunday, September 16**, from **11am-4pm** at the Kmart parking lot off Warwick Blvd. and Oriana Road. All proceeds will benefit Project Lifesaver, a search and rescue program.

Project Lifesaver helps provide rapid response to save lives and to reduce the potential of serious injury for adults and children who wander due to Alzheimer's, Autism, Down syndrome, dementia, traumatic brain injury, and other related disorders. Project Lifesaver clients are equipped with a tiny transmitter coded with a unique frequency number. The transmitter is worn like a watch or ankle bracelet. Trained and certified deputies enter the individualized frequency number into a receiver to begin a search.

Project Lifesaver International was founded in 1999. The Newport News Sheriff's Office joined in 2003. Research shows the average search time with Project Lifesaver is less than 30 minutes compared to 9 hours without it. The international program has a 100% success rate.

The Newport News Sheriff's Office continues to provide the service FREE of charge to its clients thanks to the generosity of corporate and individual donors.

WHO: Newport News Sheriff's Office
WHAT: Project Lifesaver: Benefit Car & Motorcycle Show
WHEN: Sunday, September 16th from 11:00 a.m. – 4:00 p.m.
WHERE: Kmart (parking lot)
Warwick Blvd. and Oriana Road
Newport News, VA

REGISTRATION FEE: \$20/per vehicle, plus two (2) cans of food for the Virginia Peninsula Food Bank