

## Locals on board with Amber Alert GPS

South Deltan business partners Kenneth Corey and Leslie Lauren bringing child safety technology to Canada

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Two South Delta friends and business partners have signed on with an American company to bring the latest in child safety technology to Canada.

Kenneth Corey and Leslie Lauren, who both live in Tsawwassen, signed a contract with Amber Alert GPS earlier this summer and formed Amber Alert GPS Canada.

The Amber Alert GPS is a small wireless tracking device. The device can be programmed with up to five phone numbers and can be placed almost anywhere on a child. Once the system is activated, a parent or guardian can check on the location of their child at any time using a cell phone or computer.



CREDIT: photo by Jessica Kerr

Leslie Lauren and Kenneth Corey are bringing Amber Alert GPS to Canada.

A parent can set up a "safe zone" for their child. If the child moves outside of that safety zone - voluntarily or involuntarily - a text message with a link to a map showing the child's location will be sent to all the cell phone numbers programmed into the device.

The system will continue to send messages every five minutes with an updated location of the child until the parent cancels it.

Corey said the device is aimed at parents of children between the ages of one and 12, those who are not old enough for a cell phone yet and are usually the age group most targeted by abductors. He said it is also useful for families or care homes caring for someone with Alzheimer's disease or dementia, since some people living with those conditions have a tendency to wander off.

The device, which is the second generation of the technology, also has an SOS button, which the child can press in case of an emergency and features a listening device that, if the system is activated, allows a parent or guardian to hear what is going on around their child. Lauren added that parents can also set a destination alert - for example, the device can be programmed to alert the parent when their child arrives at school in the morning.

"It's really designed to assist the Amber Alert system," Corey said.

The Amber Alert system was born out of one family's tragedy.

In January 1996, 9-year-old Amber Hagerman was abducted while she rode her bike near her grandparents' home in Arlington, Texas.

A neighbour witnessed the incident and called police. The family, neighbours and friends started combing the area looking for Amber as local police and the FBI investigated the incident and searched for the little girl.

Four days later, her body was found in a creek bed. The suspect was never found and the kidnapping and murder remains unsolved.

In the wake of Amber's disappearance and murder, the Amber Alert system was born.

The system puts out widespread information about a child who has been abducted and is believed to be in imminent danger.

Since then, the system has spread and it is now used across the United States and Canada.

The creators of the Amber Alert GPS system approached the creators of the original system - Bruce Seybert, a neighbour, and Donna Whitson Norris, Amber's mother - who approved of the system and allowed the Amber Alert name to be used.

The Amber Alert GPS system will make its debut in the U.S. with an event in Utah on Aug. 24. Both Corey and Lauren plan on being there. They plan on having Amber Alert GPS Canada ready for Sept. 1.

While this is a for profit business, the pair is excited about what the product means for parents.

"It's not about anything else but, wow, helping people," Lauren said.

However, with little advertising the device is already selling well north of the border.

Lauren said they are already close to selling out of the first shipment of the product.

For more information about Amber Alert GPS visit [www.amberalertgps.com](http://www.amberalertgps.com). To find out about ordering one in Canada visit [www.amberalertgps.ca](http://www.amberalertgps.ca).

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