



For Immediate Release

Super Mercado Del Pueblo and La Nueva 103.5 FM Host KinderVision

This Saturday, February 23, 2002, locally owned Super Mercado Del Pueblo is hosting KinderVision from 3 p.m. to 6 p.m. at its recently opened fourth location, 4884 East Lake Mead Blvd. KinderVision, in partnership with La Nueva 103.5 FM and Super Mercado Del Pueblo, is a program provided as a free service to help parents in the event their child is kidnapped, murdered or abducted. Las Vegas families will have the opportunity to prepare crucial information on their child, including an information sheet, fingerprints, and a video. The Paredes family, owners of Super Mercado Del Pueblo, feel this is one way to give back to a Las Vegas Hispanic community which has given so much to them since their first store opened in 1994.

The better prepared you are to assist and cooperate with a missing child investigation, the better the chances of a successful recovery. According to the Federal Bureau of Investigation's National Crime Information Center (NCIC) there were 876,213 missing-person entries in the year 2000. A review of the NCIC data shows that approximately 85-90 percent of those entries were juveniles.

KinderVision educational programs disseminate valuable safety information to families in video format. The KinderVision video contains a special message narrated by law enforcement providing critical safety information for the protection of children. The video is to be used as an ongoing educational resource within the home for parents to teach their children how to be safe when they are not with them. It enables parents to periodically instruct their children on circumstances to avoid and to reinforce ways to protect their children from harm in a relaxed family setting. Through the use of child actors and the KinderVision mascot, KindiBear, the educational segment demonstrates safety techniques and presents information in such a way that small children can easily understand.

Super Mercado Del Pueblo is one of Las Vegas' largest Hispanic full service grocery stores offering products for Latino's including the production of Super Mercado Del Pueblo brand tortillas.

For further information or questions please contact, Loraine Phelps, CEO, Solutions in Marketing, Inc., 702.990.0899 or lphelps@solutionsinmarketing.net.

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