



NNSO

Newport News Sheriff's Office

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MEDIA RELEASE

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FOR RELEASE: **Immediate**

DATE: **September 18, 2012**

UPDATE: Benefit Car & Motorcycle Show

The Newport News Sheriff's Office (NNSO) is pleased to announce the success of its first annual Project Lifesaver Benefit Car & Motorcycle show held September 16, 2012. Nearly 70 cars, trucks, and motorcycles registered for the event and over \$3,500 was raised. Additionally, a total of 220 pounds of food was donated to the Food Bank of the Virginia Peninsula.

Project Lifesaver is offered free of charge in the City of Newport News by the NNSO. The not-for-profit search and rescue program is sustained financially solely through the support of individuals and corporations. The NNSO and its Project Lifesaver clients are grateful for donor generosity and wish to thank all of the car and motor enthusiasts for their charitable giving.

(attached are photos from the event)



Original Release 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

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For more information, contact Lt. Kathleen Carey at 757-926-8747 or 757-813-6139.