



State of New Mexico

New Mexico State Police

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Contact:

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Public Information Officer

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For Immediate Release

Receiving Amber Alerts is as simple as a Text Message

Santa Fe: (July 2, 2008) – State Police are encouraging the public to opt in to receive free Amber Alert messages on their cell phones. Thanks to the Wireless Foundation, the National Center for Missing and Exploited Children, the Department of Justice, Syniverse Technologies and the Mobile Marketing Association, receiving Amber Alerts is as simple as sending a free text message to sign up. Simply text the word AMBER followed by a space and your 5 digit zip code to the number 26237. You will receive a free text message confirming your enrollment. Most cellular companies are partnering to provide this service. *"When a child is abducted, law enforcement needs the help of the public to locate the child as quick as possible."* said Chief Faron Segotta. *"The more eyes we have looking, the better our chances are of safely recovering the child and apprehending the abductor."*

Since the creation of the Amber Alert program in 1996, there have been 399 successful child recoveries across the country. The public has played a key role in many successful recoveries. Together we can keep our kids safe.

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