

FOR IMMEDIATE RELEASE

July 15, 2009

Contact:

Mollie Watkins

InstantAmber, Marketing Manager

T: 615-915-3741

E: mollie.watkins@instantamber.com



InstantAmber and National Vigil for Hope Partner for Community Awareness Campaign

(Nashville, TN) July 15, 2009 – InstantAmber (InstantAmber.com) and Helping Heroes / National Vigil for Hope have joined together for a national child safety awareness campaign set to launch this month. Through their websites at www.instantamber.com and www.nationalvigilforhope.org, InstantAmber and Helping Heroes /National Vigil for Hope will serve as a resource to further spread community awareness of the missing child epidemic that plagues our society.

InstantAmber is an online data registry that enables law enforcement to retrieve critical data and photos in the event of a missing child emergency. National Vigil for Hope is a coalition of businesses, organizations, entertainers, and individuals across the country that believe “One child or adult missing is one TOO many.” NVFH, a division of Helping Heroes, provides vital support services to families and law enforcement in helping to keep the faces and cases of those missing visible through media, the Internet, and grassroots efforts.

“Helping Heroes/National Vigil for Hope is honored to partner with InstantAmber in an effort to continue to keep our children and families safe, educated, and prepared if the unimaginable should happen. InstantAmber provides the tools that we believe can continue to help families be prepared if a loved one goes missing tomorrow. The components that InstantAmber has in place may not prevent an abduction, but having the vital information needed to bring a missing loved one home quickly is just as important as being prepared,” said Michelle Bart, Founder/National Chairperson of Helping Heroes /National Vigil For Hope.

“InstantAmber is pleased to partner with Helping Heroes / National Vigil for Hope. We share the same passion, concern, and hope that together we can make a difference in the lives of those missing and the families still clinging to the dream of someday seeing their loved one again. We also share the common purpose of educating people about the epidemic of missing children; while also empowering them to be proactive in protecting their children,” said Matt Berman, CEO/Founder of InstantAmber.

About National Vigil for Hope:

The National Vigil for Hope is comprised of concerned business owners, organization executives, public safety professionals, and individuals from across the country that are driven by passion, concern, and hope in making a difference in the lives of those missing and the families still clinging to a dream of someday seeing their loved one again. The National Vigil for Hope’s, a division of Helping Heroes, main objective is to help families and law enforcement keep the faces and cases of those missing visible through the media, Internet, and grassroots efforts. Please visit www.nationalvigilforhope.org for more information.

About InstantAmber:

InstantAmber is a web-based gathering, storage, and delivery service that enables law enforcement to retrieve critical data and photos in the event of a missing child emergency. The concept for InstantAmber was born in 2008, as the result of Matt Berman’s experience when his young daughter went missing during a family vacation. His deep concern about the national tragedy of missing children led him to create InstantAmber, ensuring that parents have access to the best possible tool in the event of a missing child emergency. Please visit www.InstantAmber.com for details.

###
