



For Immediate Release
June 17, 2010
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Shoney's Restaurants to Host Free Annual KidCare Photo ID Events

Knoxville, Tenn. – Now in its 16th year, Shoney's Restaurants KidCare Photo ID events will take place in the Greater Knoxville area for one weekend only, August 27–29, 2010, in partnership with the National Center for Missing and Exploited Children (NCMEC).

The events provide FREE KidCare Photo IDs for children, which enable parents to have information readily available for authorities in the event their child is ever reported missing. The IDs include a color photograph; fingerprints; important information such as: height, weight, and date of birth; a medical profile; the “Seven Rules for Safety;” and a 24–hour NCMEC hotline number. Each participant will also receive a child's “goody bag” filled with fun safety items for their family.

Over the past 15 years, the program has successfully provided more than 34,000 children with IDs. Community organizations involved are the Knoxville Police Department & Safety City, East Tennessee Children's Hospital, Safe Kids of Greater Knox, The Knoxville News–Sentinel, Star 102.1, WVLT Volunteer TV 8, and The Optimist Club of Knoxville. The 2010 KidCare Photo ID event dates are one weekend only:

Friday, August 27, 2010	Knoxville Center Mall	1:00 PM–7:00 PM
Saturday, August 28, 2010	West Town Mall	11:00 AM –5:00 PM
Sunday, August 29, 2010	Foothills Mall	12:00 PM–6:00 PM

Shoney's of Knoxville, Inc., is an independently owned and operated franchise with 21 Shoney's Restaurants in 10 East Tennessee counties.

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