



# Wander Wear<sup>®</sup>

Preventing kids from getting lost

[www.wander-wear.com](http://www.wander-wear.com)

## FOR IMMEDIATE RELEASE

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## **PARENTS ARE 5 TIMES MORE CONCERNED WITH LOSING A CHILD THAN WITH TERRORISM**

NEW WANDER WEAR INC. STUDY UNCOVERS STARTLING CHILD SAFETY FACTS

**ASHLAND, MA – September 27, 2006** – A new study uncovers startling facts about what parents fear the most – and it’s not terrorism. Wander Wear Inc., a company dedicated to the prevention of lost children, just revealed the results of a new study that found an overwhelming ratio of parents (5 to 1!) rank losing a child in a public place as a greater concern than that of terrorism. This fear also outweighed the level of concern associated with child abduction, death of a family member, and Internet safety. The survey was conducted to further understand how, where, and why kids get typically lost in everyday situations. Wander Wear’s mission is to prevent children from getting lost in the first place and teach both adults and children what to do immediately when it happens.

Wander Wear CEO and national family safety expert, Alyssa Dver commented, “Losing a child in a public place is possibly the most common parenting nightmare and yet a terribly misunderstood topic.” Dver continued, “It happens all the time and yet most parents are too embarrassed or proud to admit it has or could happen to them. Our study confirmed that 90% of

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families experience losing a child, and even if the child is quickly returned unharmed, both child and adult retain the trauma for the rest of their lives. Every caregiver can relate to losing a child, witnessing a lost child situation, or perhaps they remember being lost as a child themselves many years ago.”

The company surveyed a mix of 129 adults responsible for children, from parents to grandparents and other caregivers, and found that almost 75% had lost a child at least once in a public place, with 20% of respondents admitting to having lost a child more than once. Of the parents who recalled losing a child, 59% of parents reacted by running around and yelling the child’s name. Albeit reflexive, this can be a very dangerous and ineffective method to finding a lost child. Overall, 27% of parents acknowledged they did nothing to prepare themselves or their children in case someone got lost while out in a public place.

“Most programs today are all about recovery. Wander Wear is all about prevention and being proactive so both child and caregiver are empowered”, added Dver. “We are trying to make lost child prevention easy and a natural part of parenting. Our aim is to keep kids safer in any public place and hopefully, we can make parenting a little less stressful.”

### **About Wander Wear**

Wander Wear<sup>®</sup> Inc.’s ([www.wander-wear.com](http://www.wander-wear.com)) mission is to prevent children from getting lost. With over 90% of families affected, Wander Wear strives to keep families safe when visiting public places such as malls, amusement parks, beaches, and while traveling. As a parent-run company, Wander Wear offers practical information along with easy-to-use products for effective lost child prevention.

For more press inquiries about Wander Wear please contact Red Branch Public Relations at 718.554.3223, [sabina@redbranchpr.com](mailto:sabina@redbranchpr.com).

Wander Wear<sup>®</sup>, Parent Locator Tags<sup>™</sup>, Easy-to-Spot<sup>™</sup> apparel, and Whizzly<sup>™</sup> are trademarks of Wander Wear Inc.

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