



Child ID Program.

New York Life's Child ID Program is designed to help children in our communities learn how to stay safe in the home, at play, or wherever they happen to be. It also provides a comfortable way for you to develop relationships with young families, businesses, schools, and nonprofit organizations in your community by hosting a safety-oriented event where all children receive a New York Life-issued Child ID.

Why host a Child ID event?

A Child ID event encourages family and safety-oriented businesses and organizations to interact with members of the community in a relaxed, fun environment. When you host a Child ID event, you are sending a message to your community that your business or organization cares.

Hosting a Child ID event can also open the door for unique friendships and interactions between you and other businesses and organizations. In addition, local TV and radio stations often cover a Child ID event, providing favorable media coverage for your business or organization.

Benefit to parent or guardian.

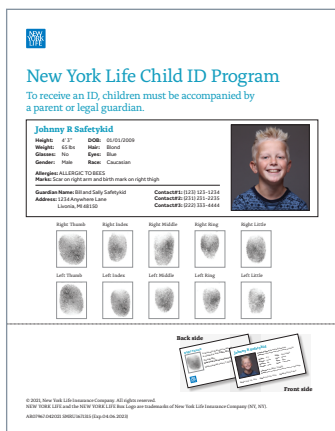
Having a Child ID will give parents or guardians the peace of mind of knowing that should anything ever happen to their child, they will have an ID with vital information to distribute to the local authorities.

Potential partners and activities.

Potential partner organizations at a Child ID event include local fire and police departments, Boy and Girl Scout troops, hospitals and medical specialists, youth and senior centers, food pantries, athletic clubs, tutoring services, the Red Cross, Goodwill, and the Chamber of Commerce.

Why partner with New York Life?

Helping to protect families is at the heart of what we do. We are committed to making a difference in communities across the country. Through our sponsorships of Child ID events, New York Life continues our mission to serve the needs of local families and build relationships on a favorable basis.



Child IDs are created using the EZ Child ID System, the nation's most comprehensive digital fingerprinting child identification system. Created with help from the National CHIP foundation and law enforcement officials, this system ensures that the digital fingerprints meet industry standards by capturing all vital information required by the Amber Alert system.

In only three to five minutes, a Child ID card is printed for each parent or guardian free of charge. Child ID cards feature a child's photo, fingerprints, contact information, and other pertinent data needed by the police in case of an emergency.

Please note that a parent or legal guardian must be present and provide consent in order for their child to receive an ID. No child's information or pictures are electronically retained. All data is automatically erased after the Child ID is printed. The only information New York Life Insurance Company keeps is the parent or guardian's contact information, and only if permission has been granted for an agent to contact them with more information about New York Life.

For more information, contact: