

## Take Charge of Back to School Safety

### FOR IMMEDIATE RELEASE

Toronto (Ontario) – August 19<sup>th</sup>, 2009 - It's back to school time once again. This means anxieties, change in routine, planning healthy lunches, buying school supplies, and much more.

The Canadian Safety Council reports that in light of events involving the abduction of eight-year-old Victoria Stafford in Woodstock, Ontario, parents and guardians are urged to inform their children about strangers, school safety and how to act in dangerous situations.

In 2008, there was over 60-thousand missing-children cases in Canada, with almost 600 of those cases being children simply wandering off. These statistics can be unsettling as parents prepare for the transition of back to school.

As with any scenario involving children, being prepared is key. A new innovation in technology will allow parents to have more control over their children from the comfort of home. Location Based Systems, like Cellflare, give parents back the control. The application uses your mobile GPS system to reveal the movements of the person on the other end every few seconds with an accuracy within 3-5 meters. With such up to date technology, keeping connected to your children is easy.

Sarah Thistle, Media Spokesperson for Mobile LBS developer Cellflare says, "...today's wireless customer wants to be able to use their mobile device for more than just making and receiving voice calls. Where safety is concerned, Cellflare is way ahead of the game. It's easy, it's free and most importantly, it gives parents piece of mind"

The first Location Based Systems (LBS) services were globally launched in July 2001. Originally, LBS was developed by mobile carriers in partnership with mobile content providers. GPS tracking is a major ingredient for making these sorts of applications possible, utilizing access to mobile web.

Cellflare has taken the social compass concept and turned it into a solution that will revolutionize how people stay visually connected with each other, with the added benefit of GPS accuracy.

Have questions, comments or feedback about this product? You can check out the free application online at [www.cellflare.com](http://www.cellflare.com).

Kind regards,

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