



BOYS & GIRLS CLUBS
OF KING COUNTY

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MEDIA ADVISORY

**Boys & Girls Clubs of King County and
iWitness Launch Partnership to Help Keep Kids Safe**

SEATTLE, WA (October 15, 2013) – Boys & Girls Clubs of King County today announced a partnership with iWitness – creators of a smartphone app designed to put safety in the hands of every individual.

“Our number-one objective is to ensure the safety of over 15,000 kids while they are at our Clubs,” said Calvin Lyons, President & CEO of Boys & Girls Clubs of King County. “With iWitness, members, their families, and our staff can now stay safe when they’re away from the Clubs as well. And thanks to iWitness’s generous partnership, the kids win two ways.”

The Clubs will make the app available to all kids and member families for just \$19.95/per person, which is a savings of 33% off the retail price. For every subscription, iWitness will donate \$10 back to the Clubs.

Available for both iPhone and Android devices, the iWitness application allows a user to arm iWitness with the touch of a finger. They’re then ready to record video and audio of any person or situation and send it to a secure offsite location – an action that cannot be reversed or undone. iWitness also calls 911 automatically, informs the user’s friends and family that they feel endangered, sounds an alarm, and emits a flashing light.

“Our mission is clear, to put safety in the hands of every individual,” said iWitness founder David Remer. “Like any father, husband, uncle, and brother, I can’t help but worry about my loved ones’ safety every time I watch the news. That’s why I’m honored by this chance to help protect precious children as they travel to and from the Clubs... and excited to give back a substantial portion of our proceeds to support the Clubs’ tremendous efforts.”

About Boys & Girls Club of King County

Boys & Girls Clubs of King County exists to inspire and enable all young people, especially those who need us most, to realize their full potential as productive, responsible and caring citizens. With 12 full-service Clubs, 2 Teen Centers and 26 early learning/child care program sites, the organization is one of the largest of its kind in the nation, serving more than 15,000 members annually. Program areas offered to youth include character and leadership development, education and career development, health and life skills, the arts, computer training and sports/fitness/recreation opportunities. For more information, visit www.positiveplace.org.

About iWitness

iWitness puts safety in the hands of every individual by turning their smartphone into a personal safety device, giving users an option that cannot be turned against them in the case of an incident. By capturing and safeguarding video and audio evidence, iWitness gives perpetrators just one choice – run away before the situation escalates. Founded by early pioneers in the E911 space, the company is headquartered in Seattle, Washington. For more information, please go to www.iwitness.com

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