

**FOR IMMEDIATE RELEASE**

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Editorial Contact: Richard Hahn  
(716) 560-5439 ([rich@richardhahn.com](mailto:rich@richardhahn.com))

**Mission 500 Participates at CAA Conference**

Mission 500, an important non-profit initiative focusing its efforts on the security industry and dedicated to serving the needs of children and communities in crisis, participated at the recently held California Alarm Association Winter Convention and Western Security Conference in San Francisco.

CAA generously offered space and a platform for Mission 500 to promote itself at the event on the West Coast, and sent out information on the charity in the registration packages in advance of the event. An introductory article was also placed on the front page of CAA's monthly newsletter, THE MIRROR.

Jon Sargent, President of the California Alarm Association stated "Mission 500 is a charitable cause that the whole security industry can get behind, and make an impact on needy children. The organization is worthy of the CAA's support."

Jerry Lenander CAA Executive Director added, "When we first became aware of Mission 500 three months ago we had no hesitation in seeking support to partner with this charity. We are committed to supporting children and communities in need, and raising awareness in the industry whenever we can".

As part of the efforts to raise money at the event, Pelco donated a DX 4000 Series DVR for a prize drawing, and raffle tickets were offered at \$20.00 each. The winner was Deanna Blair of Emergency 24. Pelco Director of Latin American Sales Alex Mathiesen stated, "Pelco has always been a company committed to the community and we are happy to provide equipment for the prize draw, and to support the Mission 500 cause".

The goal of Mission 500 is to sponsor 500 needy children through World Vision's child sponsorship program. It is a volunteer driven initiative, and one hundred percent of the funds raised are channeled directly to World Vision. The globally renowned humanitarian organization provides food, clothing and education to those truly in need.

During the conference, George Fletcher, advisory board member of Mission 500, announced that HID Corp. (an Assa Abloy group Brand) of Irvine, California became a Platinum Sponsor and will offer 30 child sponsorship packages to it's staff.

Mission 500 currently sponsors 130 needy children. Corporate sponsors and donors include Altronix, HID Corporation, LRG Communications, ExpoSeguridad Mexico, SIA (Security Industry Association), Security Products Magazine, and DMF. For more information on contributions or sponsorships visit [www.mission500.org](http://www.mission500.org) or contact George Fletcher at: [pr@mission500.org](mailto:pr@mission500.org) or +1-786-276-7110.

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*Led by George Fletcher and Andrea Ferrando, a group of security industry veterans and volunteers launched Mission 500 in April 2007, an important non-profit initiative dedicated to serving the needs of children and communities in crisis.*

*Mission 500 was originally conceived in the late '90's by Tronex International. Its objective was to reach a goal of sponsoring 500 needy children through World Vision's child sponsorship program. The company, staff, suppliers, and customers worked together towards a common goal of "giving something back" to the community and the markets they served; others just wanted to help make a difference in a child's life. Because of the group's intimate knowledge of the security industry, they have focused their efforts on this industry. There are eight Advisory council members, comprised of a number of Security Industry veterans who also volunteer their time to lead Mission 500 toward its goal. This group includes: Ron Spiller, Les Gold, Andrea Ferrando, Alan Forman, Richard Hahn, Marc Mineau, Craig Robinson and George Fletcher.*

Photo: The winner of the raffle, Deanna Blair of Emergency 24, with Mission 500 volunteer George Fletcher



