

Press Release

From Professional Research Institute
In Association with Robert Bernardini, M.S.

August 18, 2008

Sterling the Safety Seal Visits Book Stores

Sterling the Safety Seal, the lovable character from the *Fourteen Days to a Safer Childm* program has made an appearance at the Barnes and Nobel store in Charlottesville, Virginia.

Sterling visited the store as part of a reading by author Robert Bernardini of his critically acclaimed book, *Safety First Please*, which is part of the *Fourteen Days* program.

The book was read, questions asked by the children upon which stickers of Sterling were handed out for the proper answers. The children enjoyed the original songs on the CD that comes with the program, and especially loved when Sterling came out and danced with them.

The children learned how to recognize potentially dangerous situations and what to do in each case. Bernardini is trying to get the program into as many schools as possible so children can learn these valuable lessons and plans on visiting numerous bookstores to spread the message. For more information, visit. www.supersafechild.com.

Check out the photos of one of Sterling Appearances...



PRI Publishing
Township Plaza, #4
1521 TR 35
Wooster, OH 44691
(419) 869-7901
Fax (419) 869-7935
Email: proreach@aol.com