



News Release

Dallas Police Department

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Region-wide Code Adam Missing Child Safety Program Test

On Tuesday, July 29, Kroger is conducting a region-wide test for Code Adam at their store on 4901 Maple Ave. This test will occur at 10:00 am. Code Adam is “a powerful search tool for lost and potentially abducted children. It is one of the country's largest child safety programs. When a customer reports a missing child, a special Code Adam alert is issued on the premises.”

The test of the program takes less than 10 minutes and ensures employees are familiar with their role in the event a real-life incident takes place. The media is invited to see firsthand how this process works.

Sergeant Brenda Shelton, of the Dallas Police Department’s Child Advocacy Unit, will be on hand to answer questions from the media.