

## Pierce Pepin marks 13<sup>th</sup> year of National Child ID Program

**Ellsworth, Wis. [May 16, 2016]** – Pierce Pepin Cooperative Services (PPCS), a Touchstone Energy® cooperative, completed its 13<sup>th</sup> year of bringing the National Child ID Program to elementary schools in Pierce and Pepin counties. By teaming up with local law enforcement officials, 699 Kindergarten or first grade students were fingerprinted this school year through this community service initiative.

The I.D. kits, provided by Pierce Pepin, are sent home to parents for safekeeping after fingerprinting. Specific information about the child can be completed by the parents and samples collected with the DNA swab and preservation envelope. If a child goes missing, law enforcement authorities can use the child's completed I.D. kit in a variety of ways to help locate the child.

"Through this outreach program, we're helping parents protect and ensure the safety of their children," said Larry Dokkestul, Pierce Pepin President and CEO. "The co-op is dedicated to helping the communities it serves. Looking out for our children is a great way to strengthen that commitment."

Since Pierce Pepin launched the National Child ID Program in the spring of 2003, more than 8,600 children have been fingerprinted in Pierce and Pepin counties. The co-op has also donated hundreds of the I.D. kits to organizations for use at various events.

The National Child Identification Program was created by the American Football Coaches Association and is supported by the Federal Bureau of Investigation. For more information about the program, visit [www.childidprogram.com](http://www.childidprogram.com).

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### **About Pierce Pepin Cooperative Services**

Pierce Pepin Cooperative Services is an electric cooperative located in Ellsworth, Wisconsin, offering electric utility services to homes and businesses. As a Touchstone Energy Cooperative, Pierce Pepin Cooperative Services is committed to excellence, innovation and integrity, and is dedicated to helping its communities live better. For more information, call 1-800-924-2133 or visit [www.piercepepin.com](http://www.piercepepin.com)