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## **ZipCast Vows to Keep Kids Safe**

HOUSTON--(BUSINESS WIRE)--ZipCast Digital Advertising Networks announces their partnership with the Texas Center for the Missing who is the agency responsible for issuing local Amber Alerts which are the urgent bulletins issued in serious child-abduction cases.

### **ZipCast Broadcasts Vital Information**

As ZipCast's ongoing commitment to the community, effective immediately ZipCast will start broadcasting Amber Alerts on its digital advertising networks. When the alert is sounded, ZipCast delivers the bulletins through its vast network of plasma screens located in high traffic locations. Information of a missing child is broadcast instantly to large captive audiences.

"Our goal at ZipCast is to help protect the welfare of children and help aid the safe recovery of any missing child. By broadcasting Amber Alerts throughout our networks, we are able to reach people where they live, work and play which increases the chance of a successful rescue," said Guillermo Amtmann, ZipCast CEO.

### **Reaching More People and Places**

"ZipCast's involvement with Amber Alerts is vital to our continued success of this program. They can get our message to more people and places than normal avenues of distribution such as television and radio can reach. We are pleased to have them committed to helping the children of Texas," said Beth Alberts, CEO Texas Center for the Missing.

### **About ZipCast**

ZipCast is on the cutting edge of technology outpacing the competition in building a multi-cultural digital advertising network. ZipCast provides strategic advertising screen placements in restaurants, taxis, banks, supermarkets and other high-traffic locations. ZipCast enables clients to target and reach their customers, improve brand equity and increase ROI. Meanwhile, giving clients complete flexibility to manage campaigns and change creative. For more information, visit [www.zip-cast.com](http://www.zip-cast.com).

### **About Texas Center for the Missing**

Texas Center for the Missing administers the Houston Regional Amber Alert. Texas Center for the Missing is dedicated to providing support for families and the volunteers searching for their missing children and endangered adults. The organization also serves as a catalyst for mobilizing resources in the search for missing children and adults, has created a plan for immediate action if a child is unaccounted for, and educates the public on prevention of abduction and internet lures.

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