



Palisades Federal Credit Union  
300 N. Middletown Road  
Pearl River, NY 10965

T 845.602.4242  
F 845.602.4444  
[www.palisadesfcu.org](http://www.palisadesfcu.org)

# NEWS RELEASE

**For Immediate RELEASE**  
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**Media Contact:**

Anthony Pili  
845.602.4737  
[apili@palisadesfcu.org](mailto:apili@palisadesfcu.org)

## **Palisades FCU Sponsors Child Safety Program**

**New City, NY** - Palisades Federal Credit Union provided nearly 300 local children with free DNA Lifeprint Kits, child safety journals and other valuable safety information during the New City Festival held on September 21st on Main Street in New City. The DNA biometric identification home kits will provide law enforcement officials with all the necessary vital information about a child and other important facts necessary in the event a child is reported missing.

"Biometrics is the newest and most advanced technology available today for obtaining fingerprints. We are privileged to be able to provide the children of our community with the same equipment presently used by Federal Agencies, Law Enforcement, and the US Military.," said Mark Welshoff, President and CEO of Palisades Federal Credit Union. "We appreciate the participation of our community partners, health and education promoters and families who brought their children down to make this event a complete success."

The DNA LifePrint kit is the 21st century version of "fingerprint" identification, providing parents with a sample of their child's DNA that can be preserved for up to 80 years. The Child Safety Journal includes an audio and digital video of each child. Palisades Federal Credit Union has been sponsoring the DNA LifePrint program Endorsed by John Walsh, America's Trusted Name In Fighting Crime in Rockland County for the past four years.

About Palisades Federal Credit Union  
Headquartered in Pearl River, N.Y., Palisades Federal Credit Union ([www.palisadesfcu.org](http://www.palisadesfcu.org)), with over \$147 Million in assets, is the largest Rockland county based credit union. Palisades Federal Credit Union operates 3 branches

and provides full service banking products and surcharge-free access to over 33,000 ATMs to anyone who lives, works, studies, or worships in Rockland County.

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