



PRESS RELEASE

FOR IMMEDIATE RELEASE

For more information contact:

LaLani Bonarrigo, Marketing Manager

MCV Broadband

Office #671-635-4078

Fax #671-632-1500

MCV CARE BEAR PROGRAM HELPS TO COMFORT CHILDREN IN NEED

9 April 2007: Whenever Guam children are involved in traffic accidents, abuse or other traumatic incidents, MCV CARE BEARS will be available to try and comfort the children with a small, but very reassuring gesture.

MCV will donate 100 MCV CARE BEARS each to the Guam Police Department and the Guam Fire Department in a worthwhile community project that targets children in need. Police and Fire department officers will give the MCV CARE BEARS to children who are victims of traffic accidents, abuse, injury or a death in the family to help reduce the psychological trauma they experience in such situations.

“This project is not meant to replace the professional therapy a child may require when involved in a traumatic incident, but is a great first step in the process. It tells the child that someone cares and offers companionship support in the form of a cute and soft MCV CARE BEAR”, says Thomas Higa, Vice-President of Marketing for MCV Broadband. “The bears will be offered to children under 11 years of age with the written consent of the child's parent or guardian” states Higa.

The mission of the Guam Police Department is "to promote highway and public safety and to enhance the quality of life for all Guam citizens and visitors by providing and supporting professional, competent, and compassionate law enforcement services." The MCV Care Bears program allows officers to demonstrate that they are supportive and proactive in their words and actions, says Paul Suba, Chief, Guam Police Department.

“Emergencies can sometimes result in feelings of stress and confusion. Providing “care bears” to injured and traumatized children at the incident scene can have a profound and calming effect on a child. This program is designed to provide comfort and support to our young citizens by providing “care bears” at emergency scenes.” according to Assistant Fire Chief Tony Rabon, Chief of EMS/Rescue Division – Guam Fire Department.

MCV is proud to partner with the Guam Police Department and the Guam Fire Department in this worthwhile community project. 200 bears will be distributed on Guam along with another 100 bears in Saipan.

There will be an official presentation of the MCV Bears on Thursday, April 12th at 10am at the MCV Dededo office lobby.