

# **NEWS RELEASE**

FRANCONIA TOWNSHIP POLICE DEPARTMENT  
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**The Franconia Township Police Department hosts visit from  
Nationally Renowned Children's Safety and Self-Esteem Expert from Hollywood, California  
March 29<sup>th</sup> – April 3<sup>rd</sup>, 2007**

**~RETRO BILL~**

**INVITATION TO COVER:**

**RETRO BILL** – based in Hollywood, California is considered one of the **foremost experts** on children's safety and self-esteem in the United States. He is the most **“in-demand” Kindergarten thru 12th** grade motivational assembly speaker in the nation.

**Larry King of CNN** calls **RETRO BILL** the **“21st Century Mr. Rogers!”**

**Police agencies** across the country refer to **RETRO BILL** as a **“secret weapon,”** because of his unique and effective ability to **connect** with elementary, middle and high school students, driving home empowering messages of safety, self-esteem, and living a drug and violence-free life.

**RETRO BILL holds numerous titles and affiliations, including:**

The Official DARE Safety Buddy ([www.DARE.com](http://www.DARE.com))  
Celebrity Spokesperson for Kids Peace ([www.KidsPeace.com](http://www.KidsPeace.com))  
Host of National Kids Day ([www.NationalKidsDay.org](http://www.NationalKidsDay.org))  
Safety Advisor for ScanUSA ([www.ScanUSA.com](http://www.ScanUSA.com))  
On-Air Contributor to the national Leeza Gibbon's radio program, “Leeza Live!”  
Official Host of 4<sup>th</sup> of July Celebrations at Mt. Rushmore!

**Retro Bill's** Elvis-inspired pompadour, 50's-styled clothes, Jim Carrey meets Carrot Top delivery, and the use of a Rubber Chicken, Hula Hoop and Mr. Potato Head help him drive home messages regarding the following topics: bullying, internet safety, strangers, and the dangers of drugs, alcohol and tobacco.

**“When Retro Bill speaks, KIDS LISTEN!”**

Franconia Township Police Department will utilize this “secret weapon” as they host a visit from **RETRO BILL** for students in the community!

**For more information visit:**

**[www.RetroBill.com](http://www.RetroBill.com)**  
or  
**[www.franconiadare.org](http://www.franconiadare.org)**

***RETRO BILL from Hollywood visits Pennsylvania!***

<b>2007 Retro Bill Tour Schedule</b>		
March 29	9 - 10 a.m.	<b>West Broad Street Elementary School</b> 342 West Broad Street, Souderton
March 29	2 - 3 p.m.	<b>Franconia Elementary School</b> 366 Harleysville Pike, Souderton
March 29	6 - 9 p.m.	<b>Indian Crest Junior High School- D.A.R.E. Graduation</b> 139 Harleysville Pike, Souderton
March 30	9:30 - 10:30 a.m.	<b>E. Merton Crouthamel Elementary School</b> 143 South School Lane, Souderton
March 30	2 - 3 p.m.	<b>Salford Hills Elementary School</b> 2721 Brandt Road, Harleysville
March 30	8 p.m.	<b>D.A.R.E. Essay Winners "Dinner with Retro Bill"</b> Caruso's Restaurant, Souderton
March 31	12 - 1 p.m.	<b>Retro Bill meet and greet at Moyer &amp; Son</b> 113 East Reliance Road, Souderton Free autographs with Retro Bill. Bring a camera for a great photo op!
April 1	1 - 4 p.m.	<b>D.A.R.E. Bowling Tournament</b> Earl Bowl Lanes, Allentown Road, Franconia
April 2	10:15 - 11:15 a.m.	<b>Oak Ridge Elementary School</b> 465 Moyer Road, Harleysville
April 2	2 - 3 p.m.	<b>Vernfield Elementary School</b> 960 Long Mill Road, Telford
April 3	9 - 10 a.m.	<b>Lower Salford Elementary School</b> 250 Maple Avenue, Harleysville