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PRESS RELEASE

For Immediate Release

Date: April 14, 2008
Re: Kim Petersen receives Governor's 2008
Victim Advocacy Award

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Modesto, California - Stanislaus County District Attorney Birgit Fladager announced today that Kim Petersen, former Executive Director of the Carole Sund/Carrington Memorial Reward Foundation will be receiving the Governor's Victim Advocacy Award for Outstanding Service to Crime Victims at an awards ceremony scheduled for Tuesday, April 15, 2008 at 1:45 pm in Sacramento as part of National Crime Victims Rights Week recognition.

Ms. Petersen served as the Executive Director of the Sund/Carrington Memorial Reward Foundation from its inception in July, 1999 until her resignation in October 2007. In that capacity, she took an organization from its first steps through its formative years and helped turn it into a foundation that not only provides monetary rewards, but, more importantly, provides very personal and heartfelt support to family members of murder victims and missing persons across the country.

Through Ms. Petersen's efforts, the Sund/Carrington Foundation has established a national reputation as a resource for family members and law enforcement who otherwise lack the ability to establish financial rewards that are offered to encourage members of the public to come forward with information to help find missing persons and solve crimes. This foundation has worked alongside law enforcement on 461 cases in 45 states, posting over \$3.2 million in reward money. Thirty-seven murder suspects, one suspect in the attempted murder of a peace officer, and three kidnapers of young children have been apprehended with the help of the foundation, in addition to assistance in locating nine missing persons. The foundation is also the home of the Laci and Conner Search and Rescue Fund that has provided over \$175,000 in grants to Search and Rescue teams to improve their capabilities with the hope of returning missing loved ones to their families.

Ms. Petersen has consistently made herself available to provide information and advice to victims' rights organizations and law enforcement. In 2002, she testified before the California Senate Judicial Committee on a bill for victims' rights and attended the signing of the bill into law with former Governor Davis. She was a presenter at the 2003 International Association of

Chiefs of Police (IACP) conference on the topic of “Working with Victims, Media and Law Enforcement,” and for the National Organization for Victim Assistance (NOVA) in 2004 and 2007 on the topic of “Assisting Families of Missing Persons.” Additionally, she has participated in national media interviews (print, radio and television), including *The Today Show*, *Good Morning America*, *Larry King Live*, *Dateline NBC*, *America’s Most Wanted*, *CNBC*, *MSNBC*, *CNN*, *Greta Van Susteren*, as well as for local newspapers, television and radio news stations across the country. She has published an article in Nieman Reports, the Nieman Foundation for Journalism at Harvard University. She was asked to serve on a committee for the California Attorney General’s Office. In recognition of her achievements, she was selected as California’s 12th Senate District “Woman of the Year 2003” and appointed by Governor Schwarzenegger in August 2006 to the Corrections Standards Authority Board.

It is said that the worst can bring out the best in people. That axiom is certainly true when it comes to Kim Petersen and her work with crime victims and their families. The work is heartbreaking, never-ending and most often there is no happy ending. It is, therefore, of utmost importance to have the best of the best willing to step forward to help a grieving family member stand up for what is right, and just, and fair—even when justice may seem a long way away. It is equally important to recognize the exceptional work of those who excel at helping others.

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