

The EMCOR.Taking KidSafety to the Street™ initiative was launched in a blaze of publicity with over 40 national TV stations, newspapers and radio stations covering the story, including the BBC, ITV, The Times, The Daily Telegraph, The Independent and BBC Radio 4's Today programme.



EMCOR's Drive to Find Missing Kids

EMCOR is playing a pivotal role in a high-profile nationwide campaign to raise awareness of and help find the UK's missing children.

Launched last autumn, the EMCOR.Taking KidSafety to the Street™ initiative was developed in close collaboration with the UK Police National Missing Persons Bureau (PNMPB) and leading children's charity PACT (Parents and Abducted Children Together).

EMCOR's involvement in this major campaign was undertaken in view of alarming statistics which estimate that up to 100,000 children are reported missing each year in the UK - approximately one child every five minutes.

It is estimated that up to a third of these children are under the age of 13.

Speed is critical in locating missing and abducted children. The rapid distribution of a child's photograph can make the difference between a fast recovery and a prolonged search. As the first part of a three-pronged approach, EMCOR has created 'mobile billboards' out of its 500 plus vehicles throughout the UK to display posters of missing children featured on the website www.missingkids.co.uk.

Three poster campaigns have now been launched and two of the children have been safely recovered.

The UK initiative follows EMCOR's US parent company's programme of the same name, which launched in the US in 2005 with NCMEC (National Center for Missing and Exploited Children). To date, 39 children have been found since the US programme's inception.

The second phase of the programme – to be launched later this year – will involve an online initiative to raise awareness of child safety using a special brochure created by EMCOR and the PNMPB called "My Safety Tips". This will provide children and parents with rules for child safety, as well as internet and building safety tips. Children will also be invited to take the "KidSafety Challenge" which is a self-guided interactive quiz.

Anthony R. Whale, EMCOR UK's Chief Executive Officer, said: "The campaign in the States has shown how valuable the public are in helping authorities find and recover missing children.

"The facilities we maintain – from airports, railways and schools to shopping centres and healthcare facilities – are visited by millions of people. Therefore, EMCOR's vehicles are highly visible and we hope these 'mobile billboards' will exponentially increase the chances of finding missing children."

How you can help

EMCOR is urging people to look out for posters on its vans and visit www.missingkids.co.uk. Missing kids car stickers (below) are also available by calling 0845 600 2300 or emailing ukinfo@emcoruk.com.

Help us find **Missing** children.

www.missingkids.co.uk

0808 100 8777

In conjunction with the UK Police National Missing Persons Bureau and PACT (Parents and Abducted Children Together)

EMCOR
UK

Comments? Suggestions?

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