

## **PACT** BACKS “A MINUTE FOR MADELEINE”

The international children’s charity **PACT** (Parents and Abducted Children Together) has today announced its full support for a new initiative from the Child Exploitation and Online Protection Centre (CEOP) to find Madeleine McCann.

CEOP, the UK’s national police centre for the protection of children, is today issuing an online viral message aimed at anyone close to the person or persons involved in the disappearance of Madeleine McCann. The initiative takes the form of a 60-second film, with new “age-progressed” images of Madeleine as she may look today. It is accompanied by a message in seven different languages, urging anyone with information about the taking of Madeleine to come forward. The film can be seen at [ceop.police.uk](http://ceop.police.uk).

Lady (Catherine) Meyer, Chair and Chief Executive of **PACT**, said:

“CEOP is to be congratulated on introducing new technology to the search for Madeleine. The idea of the “viral message” is that it should spread rapidly through the global online community to reach those with a knowledge of who took Madeleine.

I urge all of you who go online regularly to link to the film, share it with your friends, and post it in your online communities. This could prove to be an invaluable international tool not only in the search for Madeleine, but any child who goes missing abroad.

Though over two years have passed since Madeleine disappeared, it is never too late to do the right thing, never too late to return an abducted child to its parents.”