

## PRESS RELEASE



### **Major initiative to rescue missing and abducted children**

*Missing Kids TV™ unveiled at New Scotland Yard*

*10 Broadway, London SW1H 0BG*

*Wednesday 10 October, 2007*

*10.30 am – 11.30 am*

Every year over 100,000 children go missing in the UK – approximately, one child every five minutes. Most of them are found and returned home safely, but too many are not. Some are taken abroad and never seen again.

Speed is critical in locating missing and abducted children. This is because the first few hours of a child's disappearance will usually decide whether it lives or dies. Modern technology offers a unique way in which the public, police, NGOs and the private sector can work together better to protect our children.

Parents and Abducted Children Together (PACT) and the Police National Missing Bureau (PNMPB) are launching with Electronic Health Media (EHM) a major initiative to help the police find the thousands of children who go missing with the *Missing Children TV™*.

EHM have generously agreed to display pictures of missing children on the TV network they supply to over 120 hospitals and surgeries. For the first time, over a million people a month will be able to see photographs of and information on missing children on digital screens while waiting for their doctor's appointment. This number could rise to 10 million a month as the EHM network grows.

These pictures which will be downloaded from the police Missingkids Website ([www.missingkids.co.uk](http://www.missingkids.co.uk)) and instantly transmitted onto EHM's network will enable the public to play a crucial role in helping the police retrieve missing and abducted children and bring them home safely.

The Missing Kids Website was originally created in the United States. It allows the police instantly to disseminate photographs of, and information on, missing and abducted children and adults known to be with them when they disappeared. Posters of the missing children can also be downloaded and distributed.

In the US the website gets 2.8 million hits a day. One in six children featured on the site is rescued thanks to someone recognising the child and tipping off the police. The website's technology includes age progression techniques which have been successful in identifying and retrieving children years after their disappearance.

Catherine Meyer, Founder and CEO of PACT commented:

*"The trauma which families suffer when their children go missing is something which no parent wishes to experience. As the recent case of Madeleine McCann shows, it is imperative for the police to act quickly and enroll the public's help as soon as possible. PACT is enormously grateful to EHM for its most generous support in creating a dedicated channel to Missing Children TV on their network."*

Deputy Assistant Commissioner Richard Bryan, ACPO lead for missing people, said:

*"This provides us with an excellent new avenue to publicise the details of and information about the long term missing. Anything that can help reunite people or fill the void left by a lack of answers can only be a good thing for the hundreds of friends and families who live in hope".*

*"This is new technology for the police and our partners, and we will always seek to explore innovative means to reach the widest possible audience in a bid to find answers for people."*

Notes to editors:

- \* Media enquiries to: [Support@pact-online.org](mailto:Support@pact-online.org) (PACT)  
pnmpb.enquiries@met.pnn.police.uk (PNMPB)  
David@e-hm.co.uk (EHM)
- \* The UK Missing Kids Website is the only site of this kind which is approved by the Home Office, ACPO (Association of Chief Police Officers) and ACPO(S) (Association of Chief Police Officers Scotland)
- \* This state-of-the-art, searchable database can be viewed throughout the world 24 hours a day, 365 days a year
- \* Only the Police can input information on the UK site
- \* PACT is a non-profit organisation registered in the UK and the US. Its mission is to fight parental child abduction across borders and help the police locate and retrieve missing children.
- \* In the UK, PACT funds poster campaigns
- \* PACT was founded by Lady (Catherine) Meyer, the wife of Sir Christopher Meyer, the British Ambassador to the United States from 1997 to 2003 and now Chairman of the Press Complaints Commission

\* Electronic Health Media (EHM) owns and controls a rapidly growing digital screen network in hospitals and doctors' surgeries. EHM currently numbers 129 surgeries in its network plus some major hospitals including Milton Keynes Swindon and Whipps Cross in East London with a further 20 GP practices across England being installed every month. EHM's screens use the latest version of Scala software which allows each network site to tailor screen information to their individual needs, rather than use a common loop tape. So different screens in a hospital can present information relevant to the people waiting for appointments or in a ward. They also carry BBC News 24 subtitled rolling news and later this year will begin adding foreign language options including Punjabi, Urdu and Swahili.