



*MissingKidsAlert* is a new public notification service of MissingKids.ca – Canada’s missing children resource and response centre – and is designed to provide critical information in the search for missing children. Through this service, Canadians (individuals or organizations) can quickly and easily sign-up to receive missing child alerts through a variety of electronic platforms – such as email, fax, Facebook or Twitter.

The *MissingKidsAlert* service:

- Provides information on a broad spectrum of missing child cases in which public notification and assistance has been deemed valuable.
- Facilitates the establishment of a network of individuals, organizations and businesses who have signed-up to receive notification in the event of a missing child in their region.
- Utilizes new and evolving technologies to engage the Canadian public in the search for a missing child.
- Is a targeted and precise notification service, coordinated by the Canadian Centre for Child Protection.
- Compliments existing provincial Amber Alert systems. While the ***MissingKidsAlert* does not replace Amber Alert**, it can be used in conjunction with those cases that meet the Amber Alert criteria. It can also be used in cases which fall outside of the Amber Alert protocol.

We know that 1 in 6 missing children is located as a direct result of someone recognizing them from a photo. By signing up to receive alerts from the *MissingKidsAlert* service, Canadians will:

- Receive critical information to help in the search for a missing child in their community.
- Receive alerts which are specific to their area and in the electronic method that best suits their needs, such as email or fax. They can also connect with us on Facebook or Twitter to be notified of missing children cases.

**When a child is missing, one person can make all the difference.** In order to protect children, Canadians need to get involved and sign-up – become part of the search for missing children.

