



House of Commons  
London  
SW1A 0AA

**Sarah Champion**  
**Member of Parliament for Rotherham**

**Immediate release**  
**Monday 14 March**

## **Rotherham MP urges local businesses, schools and community to sign up to Child Rescue Alert**

Sarah Champion MP has urged local businesses, schools and the community to sign up to receive Child Rescue Alerts, a new national system designed to alert the public, as quickly as possible, to abduction or other urgent high risk child disappearances.

Child Rescue Alerts can be used anywhere in the UK and at a local and regional level and are sent directly by text, email and via app notifications to alert people quickly about a child's disappearance. The initiative is a partnership between the National Crime Agency, UK charity Missing People and Technology company Groupcall.

Statistics show that the initial hours after a child is abducted are crucial, and a sighting by a member of the public can lead to the safe recovery of the child.

The scheme is supported by Kate McCann and Coral Jones, mothers of Madeleine McCann and April Jones, who have been in Westminster urging people to sign up.

It is free to register and to receive alerts. Go to: [www.childrescuealert.org.uk](http://www.childrescuealert.org.uk) or text HERO and your postcode to 85080.

Sarah Champion said:

*"I'd encourage everyone to sign up to receive Child Rescue Alerts to help find vulnerable children in those vital first hours after they go missing."*

*"In Rotherham, there are over 18,000 children, If one were to go missing, it is vital that as many eyes and ears as possible are on the ground to increase the chances of the child returning safe and well."*

*"It's quick, it's free and could help save a child's life."*

ENDS

NOTES FOR EDITOR

### **About Child Rescue Alert:**

Child Rescue Alert has been available as a national policing tool since 2008 and was enhanced in 2014 to allow the public to get involved thanks to funding from players of People's Postcode Lottery Dream Fund. In 2016, the service is being funded by Royal Mail, which has registered the handheld

devices of 123,000 postmen and women across the UK to receive alerts. It's free to register and to receive alerts.

Sherri McAra, manager of the Missing Children's Team at the National Crime Agency said: "Child Rescue Alert is a valuable dynamic tool available to police forces in the event of a high-risk child disappearance. Relying on the support of the general public, the primary objective of Child Rescue Alert is to locate the child and bring them to safety using targeted publicity using modern media outlets."

For more information, email [pr@missingpeople.org.uk](mailto:pr@missingpeople.org.uk) or call 020 8392 4511, or 07872 600 178 out of hours.

For more information please contact:



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