

Sample Press Release Provided by NCMEC for Law  
Enforcement Agencies Utilizing  
Lost Child Alert Technology Resource (LOCATER)

**FOR IMMEDIATE RELEASE**  
[Date]

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**The [\[Local Law Enforcement Agency\]](#) Enhances its  
Response Rate to Child Abductions**

[City, State – Date](#) – When a child is reported missing, time is one of law enforcement’s greatest enemies. Every hour a child is missing, the likelihood of a safe recovery decreases. In order to ensure a high level of preparedness for child abduction cases, the [\[Insert name of Law Enforcement Agency\]](#) today announced the implementation of LOCATER™, (Lost Child Alert Technology Resource).

There are many challenges facing law-enforcement personnel in missing-child cases. One of the greatest is collecting and disseminating the child’s descriptive information quickly. With that goal in mind, LOCATER was created to provide the computer hardware and software needed to rapidly distribute critical missing child data on a local, statewide, or nationwide basis. This program enables law-enforcement agencies to rapidly disseminate images and information about missing and abducted children to other law-enforcement agencies, the media, and the public. Although it is designed for missing child posters, the technology may also be used for a number of purposes such as stolen vehicles, wanted persons, and crime alerts.

[\[Insert quote from CEO of agency about local experience with a missing child case or about utilizing all resources available to ensure that if, in the rare case a child from the city/county, should go missing the agency will do all it can to ensure a safe recovery.\]](#)

[\[Insert name of Law Enforcement Agency\]](#) is pleased to be working with the National Center for Missing & Exploited Children® (NCMEC) to implement LOCATER. NCMEC has found that when pictures of missing children or abductors are made available to the public, one in six children is recovered as a direct result.

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The National Center for Missing & Exploited Children (NCMEC) is a private, 501(c)(3) nonprofit organization. Working in cooperation with the U.S. Department of Justice’s Office of Juvenile Justice and Delinquency Prevention, NCMEC is the national resource center and clearinghouse on missing and exploited child cases. For information about the many free services NCMEC has to offer law-enforcement personnel, please visit [www.missingkids.com](http://www.missingkids.com). For more information about LOCATER, please call toll-free 1-877-446-2632, x6389 or visit [www.locaterposters.org](http://www.locaterposters.org).