



Help us **Picture** them home

Picture Them Home® Campaign

Since 1984 the **National Center for Missing & Exploited Children®** or NCMEC has played an integral role in helping to locate and recover missing children. Of all missing child cases reported to NCMEC since 1990, approximately 97 percent have been resolved.¹ Missing children's posters are one of the tools NCMEC uses to aid the recovery process.

These posters bring widespread coverage to missing children's cases and provide NCMEC and law enforcement officials with indispensable leads. The **Picture Them Home Campaign** invites businesses and organizations, like yours, to become a part of this effort as **Photo Partners**.

What does it mean to be a Photo Partner?

NCMEC Photo Partners help reunite missing children with their families by displaying or distributing missing children's posters to their employees and the public. Posters featuring more than 38,000 individual children have been shared since the Picture Them Home Campaign began in 1985.²

Through the **Photo Distribution Program**, NCMEC helps ensure companies receive posters in the manner most convenient for them. These posters contain photos and vital identification information about missing children and the circumstances surrounding their disappearance. When a child is recovered, Photo Partners are immediately notified and given a replacement photo if needed.

How do Partners share photos?

NCMEC's Photo Partners reach millions of people by:

- Including photos in direct-mail ads.
- Displaying photos in local, regional and national magazines and newspapers.
- Airing photos during network and syndicated television shows.
- Displaying photos in high traffic areas such as electronic kiosks in shopping malls.
- Sharing photos through social media sites such as Facebook and Twitter.
- Including photos in regular communications to customers and members such as mailers and newsletters.

**Join NCMEC
and companies like those
noted below in bringing children home:**

- Advance Polybag®, Inc.
- LexisNexis®
- Telco Productions, Inc.
- Check 'n Go®
- News Distribution Network
- USA Today™
- EMCOR
- Valassis®
- Facebook
- SurferQUEST™
- Walmart®

How does the Photo Partner Program help your business impact the community?

NCMEC's Photo Partner Program allows businesses and organizations to perform an essential public service, underscoring their commitment to their communities and enhancing the visibility of their products and programs. Photo Partners help reach a broad audience, increasing the likelihood of a quick and safe recovery as in the cases noted below:

- **A 16-year-old** Alabama girl was recovered after concerned individuals saw a missing child poster in a local Delaware courthouse and contacted law enforcement. This led to her safe return more than six months after she first went missing.
- **An 8-year-old** girl was abducted by her father and taken to Mexico. A U.S. citizen met them while on a trip there. Upon returning to the states, the woman saw the girl's poster in a Texas Walmart. She contacted law enforcement, and the girl was reunited with her mother.
- **A 17-year-old** Texas boy was missing for more than 10 months when a concerned individual recognized him from his poster distributed earlier that day. The boy was safely recovered as a direct result.

How does my business or organization get involved?

NCMEC's Photo Partner Program brings together businesses, organizations, employees and the community to help bring missing children home. If your company or organization is interested in becoming a Photo Partner, contact the Photo Distribution Team at:

photodistribution@ncmec.org
1-800-THE-LOST® (1-800-843-5678)
www.missingkids.org

¹As reported by Linda M. Krieg in NCMEC quarterly progress report covering activity through September 2014, Alexandria, Virginia: National Center for Missing & Exploited Children, Oct 24, 2014, Page 3.
²Id. Page 15.