

# PRESS RELEASE

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## **Australian first offers hope for missing children**

BRISBANE, QLD – August 6<sup>th</sup>, 2007. “You turn your back for one moment and your world has turned upside down. You are experiencing every parent’s worst nightmare - a missing child” James Stewart National Operations Manager for OnCall Communications said this morning.

“Our company has developed a product that will allow parents to contact their entire neighborhood in a matter of minutes, alerting them to the situation and asking for assistance” he said. The service has the capability to contact up to ten thousand households by telephone every ten minutes.

OnCall Guardian has been developed by Brisbane company OnCall Communications over the past 18 months and they have chosen National Missing Persons Week to publically release this lifesaving technology.

Specializing in providing marketing, research and mass notification capabilities to business and Government, the Guardian service has evolved from this technology to fill a critical need.

In the case of an unfortunate event occurring, parents can call the service on our FreeCall 1800 number to initiate the process. After the necessary identification checks have been met the Guardian system will then begin to rapidly contact residents in the surrounding local area. The message advises residents to be on the lookout for the missing child and can provide directions for members of the public to contact the parents or police.

At less than \$100 the service is offered on a “not for profit” basis.

“Similar technology in America has had fantastic results and has been widely adopted. In one case a child lost for 4 hours was found just 9 minutes after the message was broadcast. What a relief for the parents” Stewart concluded.

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For more information: <http://www.EmergencyContact.com.au> or  
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