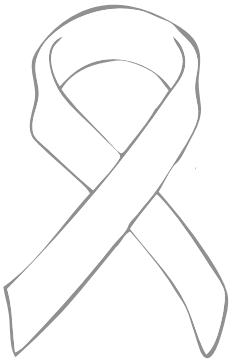




America's Looking For Its Missing Children® Program



Recognition:

- Charles B. Wang International Children's Award (2005)
- Connecticut's Best Award (2005)
- Florida Department of Law Enforcement Award (2001)
- 2001 Telly Award for "100 & Counting" Public Service Announcement
- Social Awareness Award (2000), The U.S. Postal Service
- Corporate Leadership Award (1999), The National Center for Missing & Exploited Children
- Corporate Partnership Award (1990), The National Center for Missing & Exploited Children
- Steuben Glass Tetrahedron (1987), The most prestigious Presidential award for Private Sector Initiatives, presented by President Ronald Reagan. On Sept. 24, 1987, President Reagan presented the President's Child Safety Partnership Award
- Award of Excellence (1986), Adam Walsh Child Resource Center

In partnership with the National Center for Missing & Exploited Children (NCMEC) and the U. S. Postal Service, Valassis, Inc., one of the nation's leading media and marketing services companies, distributes pictures of missing children as part of its Have You Seen Me?® picture program to over 60 million households through weekly newspaper distribution and 90% of U.S. homes via shared mail. Launched on May 24, 1985, the program is the largest and most successful public/private sector effort of its kind in the nation. Approximately 2,000 photos have been featured in this program since 1985 and 1,162 children have been recovered. Of the 400 "picture programs" nationwide, the Have You Seen Me?® program is currently responsible for 87% of the leads called in to NCMEC.

According to NCMEC, photos are the No. 1 tool that parents and law enforcement officials have in their search for missing children. By featuring recent and/or age-progressed photos of missing children, and their alleged abductors when possible, Valassis empowers the American public to take part in the effort to help safely recover these children.

Goals: Help to locate missing children; to raise public awareness and sensitivity to the issue of missing and exploited children; to serve as a deterrent to would-be abductors; and to make sure that no missing child is ever forgotten.

History

- Inspired by the emotional September 1984 premiere of the TV movie Adam, the company developed a public service program plan to assist local and national efforts to locate missing children through the mass distribution of pictures.
- The U.S. Postal Service changed its postal regulations in March 1985 to allow pictures and data of missing children provided by the NCMEC to appear on detached address labels.
- In an effort to remember all children still not recovered, the company initiated a white ribbon campaign on May 25, 1992 – now designated as National Missing Children's Day.
- In January 1997, the company secured the participation of its regional direct mail companies to expand the program's reach to 17 million additional households.
- The company began targeting its photo distribution in April 1998 to leverage the NCMEC's and the FBI's intelligence, when possible, on the likely whereabouts of a missing child. A child's photo can now be targeted to any one of six regions of the country, or distributed nationwide over a six-week period.
- On Sept. 19, 2000, the 100th safe recovery was celebrated with an event hosted by Speaker of the U.S. House of Representatives Dennis Hastert on Capitol Hill. Attending were John Walsh, host of America's Most Wanted, Members of Congress, representatives of the U.S. Postal Service and the NCMEC, as well as the 100th recovered child and her mother.
- In May 2007, the photo program moved from the detached address label to a full-color position on the direct mail piece itself.
- In January 2008, the program expanded from the RedPlum Direct Mail Package to also include the RedPlum Free-standing Insert, increasing its reach to potentially 130-140 million households as well as online at redplum.com.