



**MISSING  
CHILDREN**  
SOCIETY OF CANADA

## Public Service Announcement

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**Title:** Light the Way Home Campaign – Messages of Hope  
**Length:** 30 seconds

**Start Date:** May 1, 2010  
**End Date:** May 25, 2010

### **Announcer:**

Every 10 minutes in Canada, another child goes missing. Another family must face an unimaginable fear – seemingly alone. This May, join the Missing Children Society of Canada in showing our searching families that they are not alone. Please send us your personal thoughts, prayers and messages of hope online at [www.mcsc.ca](http://www.mcsc.ca). Together, we can give strength to continue the search.

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### **Media Contact:**

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The Missing Children Society of Canada is a national nonprofit organization dedicated to the active and ongoing search for missing and abducted children. Our mission is to reunite missing children with their families through professional investigation, family support and public awareness.