



Councillor Jeremy Farkas, Ward 11

For immediate release

Council supports technology to locate missing children

July 29, 2020, Calgary, AB. – Councillor Jeremy Farkas is pleased to gain the unanimous support from Council to endorse a technology that will help locate missing children: the Missing Children Society of Canada (MCSC) Child Search Network or ‘MCSC rescu.’

Each year, over 40,000 children are reported missing across Canada. Many children who go missing, run away or are abducted endure sexual exploitation, human trafficking, prostitution or fall victim to unspeakable crimes.

This new technology, years in the making, will empower citizens to assist police agencies in locating those missing children who do not meet the high threshold required to issue an Amber Alert. For example, last year only 12 Amber Alerts out of 40,425 reported missing children were issued.

“Today Council came together to demonstrate that the City of Calgary can lead the charge in endorsing a revolutionary technology that will help save lives,” said Farkas, following the July 28 Council meeting.

“This tool will aid police agencies like never before, and comes at no cost to the city or to Calgarians who download the app and register for the network. I am thrilled that my colleagues saw the opportunity to get behind such a great organization like MCSC.”

The Canadian Association of Police Chiefs of police members, alongside the RCMP, have guided the development of this technology, which is a result of a partnership with private sector players Microsoft and ESRI. The Calgary Police Services is the founding police partner of this network, and yesterday Deputy Chief Cliff O’Brien was one of the presenters of this technology to Council.

“It’s essential to get information about a missing child to as many people as possible,” said Amanda Pick, the CEO of MCSC. “We thank Council and Councillor Farkas for their endorsement and support. We are incredibly grateful that our partners and supporters years of effort have led to today’s successful motion.”

Through this motion, all City of Calgary staff and Calgarians are encouraged to download this app and register for alerts.

To get onto the network, visit rescu.mcsc.ca and click on the link to install the app. This will bookmark the network. Once you register, you will only receive push notifications in the most urgent of cases and only for those relative to your area. This technology does not track in real time, rather it uses the location you registered with upon sign up.

Please contact ward11@calgary.ca or 403-826-6944 for interview requests for Councillor Farkas.

Please contact Amanda Pick with MCSC at apick@mcsc.ca or 403-510-6942 for additional background or interview requests.