

THE AMBER ADVOCATE

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CALIFORNIA AMBER ALERT 2.0



AMBER[®]
ALERT

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Your story ideas and pictures are welcome.

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CALIFORNIA

AMBER ALERT 2.0



Working to make AMBER Alerts more effective

In October 2018, California AMBER Alert Co-Coordinator Ed Bertola recognized the California Highway Patrol (CHP) was in a bind. He had been working for months to improve the state's AMBER Alert plan, but he did not have everything up as anticipated, and the changes the CHP had made had not been tested. However, when California saw three AMBER Alerts within 24 hours; a decision had to be made to go forward with what was in place.

"When you have that many alerts you really need all the resources you can get," said Bertola. "So we hit launch - the button actually says Launch."

The latest alert went out and the child was recovered safely in a short time. However, Bertola and his team were finding only 13% of the people were able to access additional details about the alert at the CHP website using the link provided in the initial message. While this percentage represented an increase in access, in fact more than any alert before it, Bertola and his team at CHP knew even greater reach was

needed, and critically important in these cases where minutes matter in law enforcement's ability to safely recover abducted children.

"We were happy [with the response], but at the same time knew we were missing an important piece because we were able to see the difference between those who attempted to access our website versus those who actually got in," said Bertola.

The CHP began working to improve the state's AMBER Alert plan because they found it impossible to convey all the information the public needed in 90 characters. Also, CHP's AMBER Alert flyers were not being picked up by media, nor shared on social media.

"Public engagement wasn't very high," said Bertola.

He explained that feedback indicated CHP was seen as providing 'only enough information,' resulting in people being either confused or scared. In response, CHP reached out to

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broadcasters and the agency's Community Outreach and Media Relations for input on improving their flyers.

"They said, 'Your flyers were obviously designed by people without any experience in marketing,' and I said, 'You're exactly right,'" explained Bertola. "I have zero experience in marketing. Can you help us?"

CHP got help from media professionals in simplifying the flyer to ensure it included all the information the public would need during an alert – without any 'cop jargon.' The format has since been adopted for Endangered Missing Advisories, Silver Alerts, and Blue Alerts.

During this time, more people began using streaming or satellite services instead of watching TV or listening to radio through traditional broadcasting channels. As a result, they were not seeing AMBER Alerts. Bertola reached out to other states for help, but none had a solution.

In July 2018, the Federal Communications Commission (FCC) and the Federal Emergency Management Agency (FEMA) did make it possible to put a URL link in Wireless Emergency Alerts (WEA). Some states had included a URL in past alerts and discovered the links did not work.

The CHP reached out in November 2018 to the URL shortener company 'Bitly' to provide a specific link the public could use to get details in alerts. Still, the CHP Information Technology staff cautioned that the agency's network did not have the bandwidth to handle the traffic generated by hundreds of thousands of people – or more – hitting the information page of their website at once.

CALIFORNIA AMBER ALERT 2.0 TIMELINE

July 2018 – Integrated Public Alert & Warning System (IPAWS) makes the Wireless Emergency Alerts (WEA) capable of having a URL embedded in the message.

July-September 2018 – California Highway Patrol (CHP) tries to find the best method of utilizing the new tool and addresses concerns from the media about lack of consistency and quality of flyers being produced.

October 2018 – CHP launches its first WEA/URL and overloads its website in less than 5 minutes.

November-December 2018 – CHP works to find a solution to keep the URL directed to the CHP website. The first alert using the URL did not allow everyone to get all the details about the child abduction. The URL shortener Bitly shows only 13% of users who clicked on the message made it to the CHP website. CHP considers alternatives to the CHP website and selects Twitter to house the alerts page. Twitter helps CHP set up an alert-specific page.

January 2019 – CHP approves the use of Twitter to activate AMBER and Blue alerts using the new WEA/URL format.

February 2019 – CHP approves the use of WEA/URL for Silver Alerts and Endangered Missing Advisories (EMA) and begins training to explain the reduction in WEA/URL activation areas based on information from the investigation and supporting analytics from previous cases.

January 2019-present – CHP sees a more than 50% reduction in the duration of active AMBER Alerts using the new process when the CHP is contacted within six hours of the abduction. Information is reaching the public, and they are able to act quickly to receive additional information and offer tips and leads in the case.

The site's security features were also slowing down traffic. Bertola reached out to different social media companies to see if they could help provide a platform which would support this level of activity with link usage and site visits.

"Twitter was the only one that could set up a page with us where anybody could access that information, whether or not they have ever used Twitter, or have the app," said Bertola.

Twitter was also willing to not include advertisements on California's AMBER Alert account. In January 2019, CHP launched its first AMBER Alert using its new Twitter account.

"We had a 98.7% rate of people clicking in to get the AMBER Alert information," said Bertola. "We reached 3.2 million people in just a matter of minutes."

"We were able to recover that individual within a matter of minutes and it was directly related to the fact that somebody clicked on that link and it went to the Twitter page. It was amazing."

The CHP decided to allow people to comment and even leave tips on the Twitter page. Bertola said the public has been good to call out people who leave inappropriate comments during an AMBER Alert. The alerts are immediately removed once the victim has been recovered.

The CHP AMBER Alert Twitter account went from having 10 visitors to 10 million. During the first two years, more than 170 million people have clicked on the AMBER Alert account.

The success of the newly revamped AMBER Alert also allows the CHP to direct the alerts to a more localized area based on the information gathered during the investigation. Updated alerts are issued when significant new information becomes available.

"Everybody wants to go statewide for AMBER Alerts all the time, and we feel the same and we wish we could, but we don't want to desensitize the public and oversaturate them with alerts so that they opt out of receiving them," said Bertola.

Another significant change is that broadcasters are getting the AMBER Alerts at the same time as everyone else. This means broadcasters do not have time to prepare more information for the public when an alert is activated. However, broadcasters can reach more people beyond those areas where messages are received by cell phones.

The WEA can also be redirected or expanded based on updated information. Even though the radius of the alerts is now smaller, the results continue to grow stronger.

Bertola said they have learned a lot and made mistakes along the way. The CHP is doing more training to help California law enforcement agencies and other AMBER Alert partners understand the newly revamped child abduction notification plan. They are also providing information to other state AMBER Alert coordinators to support their ability to update and strengthen their plans.



California AMBER Alert
Co-Coordinator Ed Bertola

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AMBER ALERT ON THE FRONT LINES:

GEORGIA AMBER ALERT, LICENSE PLATE READERS, AND HELP FROM “THE MAN UPSTAIRS” LEADS TO SAFE RECOVERY

The mother of one-year-old Mateo Alejandro Montufur-Barrera was pushing her son in a stroller when a man snatched the child at gunpoint. Leslie Barrera put up a fight and ripped off a piece of the abductor’s plaid shorts, and one of his red and black shoes.

The kidnapping took place at 12:33 p.m. on Saturday, August 29, 2020, in Chamblee, Georgia. The victim’s mother called the Chamblee Police Department to report the abduction. Barrera said her baby was only wearing a diaper and a Batman t-shirt and was taken in a maroon SUV or van.

“It’s an experience no parent wants to experience,” said Chamblee Police Chief Kerry Thomas. “It becomes personal. It becomes a mission to get everything we have available for a successful outcome.” Detectives found surveillance video from the apartment complex showing the vehicle was a maroon Acura SUV with a paper dealer tag. Officers made careful note of specific details of the vehicle, searched their license plate reader (LPR) system, and found an image of the vehicle taken just before the crime; the vehicle displayed a paper tag.



Chamblee Police Chief Kerry Thomas

Through further searches in the LPR system, earlier images of the vehicle bearing a valid metal tag were found. Although the suspects had switched to a paper tag just before the crime, the prior LPR images, some from days before, gave officers the lead they needed to identify a suspect. Police requested a helicopter to help find the SUV.

The Chamblee police officers also enlisted the help of the FBI and the Georgia Bureau of Investigations (GBI). The GBI has a partnership with the Georgia State Patrol (GSP), which handles 24-hour communications for AMBER Alert activations. An AMBER Alert was issued at approximately 3:15 p.m.

The AMBER Alert, known in Georgia as Levi’s Call, was sent to law enforcement and broadcasters. Abduction details were shared on electronic highway signs. Wireless Emergency Alerts (WEA) were sent to cellphones in the area.

GSP Trooper First Class Johnathon Nelms received a call about an AMBER Alert in the area. Nelms surveilled an address associated with the suspect’s vehicle when he saw the SUV. At the same time, Chamblee Assistant Chief Mike Beller arrived on the

scene and saw the vehicle leaving the residence.

Nelms initiated a felony traffic stop. "I got out of the car, drew my service pistol and started giving commands for the driver to get out of the vehicle and get on the ground," said Nelms.

Beller used his squad car to block the suspect from fleeing. He assisted the trooper in the arrest of an adult man and a woman who was disguised as a man.

The child was safe but was also disguised as a girl with female clothes and pigtails. Another boy, 9 years old, was also in the vehicle.

"You think the man upstairs put you in position to save that child?" a WSB-TV reporter asked Nelms.

"Yes, sir I do. Without a doubt in my mind. With the good Lord's blessing that day, everything lined up just right for the information to be passed out to the officers it needed to be given to, where that child could be returned safe."

Maynor Dario Valera Zuniga and Kristin Nicole Valera Zuniga (Nash) were taken into custody at 5:03 p.m. and the victim was returned to his mother. The child was recovered less than two hours after the AMBER Alert was issued.

"This was a quick recovery," said Georgia AMBER Alert Co-Coordinator and Missing Person Clearinghouse Manager Emily Butler. "Our Georgia State Patrol is very diligent in making quick identification and stopping potential suspect vehicles."



Chamblee Assistant Chief Mike Beller

Assistant Chief Beller said the best part of the day was driving the victim back to his parents. "This is a day I will never forget," he said. "I cannot tell you the deep and abiding joy that I feel to have been a small part of this case."

At a press conference, FBI Acting Special Agent in Charge J.C. (Chris) Hacker noted it is very rare to have a stranger abduction.

"I've been in law enforcement for 25 years and this is the first time I've personally been involved with a case like this," said Hacker. "Because it's so rare and significant, everything has to work out pretty much perfectly for us to have this resolution right here."

The safe recovery was especially meaningful for Nelms because he has children, and he and his wife are about to welcome another child into the family. "I want to take my hat off to the young mother who fought like a true warrior," said Nelms.

After the recovery, Chamblee police learned the couple scouted the area for days and chose the victim at random. They had also attempted to kidnap a child from a mother earlier the same day.

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AMBER ALERT ON THE FRONT LINES:

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“He jumped out and challenged her with a gun, but she ran so fast into an apartment that he couldn’t tell which one she ran into,” said Beller.

However, the mother never called 911 about the attempted abduction. Police believe she did not report what happened because of the possibility of undocumented status and being afraid to contact law enforcement.

“We know some people live in the shadows,” said Beller. “We try to protect all of our citizens of this city, regardless of their immigration status.”

Beller is working with Spanish media to help find the woman in hopes she will provide enough information for additional charges to be filed for the suspects.

Georgia has issued 210 AMBER Alerts since the program’s inception in 2001. Georgia’s AMBER Alert is named Levi’s Call in honor of Levi Frady, an 11-year-old boy who was abducted on October 22, 1997, while riding his bike home. His body was found the next day in a wooded area in an adjacent county. Law enforcement continues to search for Levi’s killer. ☹

PENNSYLVANIA TEAM PRACTICES SKILLS IN EXERCISE TO FIND AN ABDUCTED CHILD

A frantic search for a nine-year-old deaf girl took place during a tabletop exercise for the York County Child Abduction Response Effort (CARE) Team in York, Pennsylvania, on September 17, 2020. The drill used realistic documents and involved simulated neighborhood canvassing, checking Megan’s Law offenders, analyzing video surveillance, and utilizing forensic searches and cell phone tower data.

The team was also tasked with verifying tips called into an actual tip line, and eventually found the scenario “victim” safe. Participants also coordinated medical treatment, family reunification, and forensic interview of the child.

“Our best lessons learned have come from ideas and mistakes from the past,” said Lt. David Kahley, West York Borough, Pennsylvania, Police Department and CARE Team Coordinator. “We find out what works and what doesn’t work. For instance, something as simple as keeping track of our investigative tasks on a white board, so everyone knows what has been completed and what needs to be worked on. It helps the team stay on track and prevents repetitive work.”

The exercise involved 36 members from 17 local, state and federal agencies, including investigators, probation and parole, assistant district attorneys, victim/witness coordinators, forensic interviewers, search



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and rescue specialists, K9 handlers, 911 dispatchers, and logistics coordinators.

Kahley said all members had an opportunity to weigh in and offer ideas to help with the investigation. For example, the forensic interviewer brought up the need for having an interpreter to help during the search and when the child was recovered.

CARE was organized in 2006 and was certified in November 2010 by AATTAP

through the USDOJ's Child Abduction Response Team (CART) certification program. Each new member receives CART training and additional missing person trainings from local investigators.

"After our drill, we complete an after-action report to evaluate ourselves," said Kahley. "We've learned during the past couple years to take everything that worked, improve on it, and fix the things that didn't work."

The organization holds quarterly meetings and annual trainings, either tabletop or simulated mock drills. CARE plans to have a full-scale mock drill next year. ☺



FACES OF THE AMBER ALERT

MONTANA'S BRIAN FROST PUSHES TO STAY "AHEAD OF THE CURVE" TO FIND MISSING AND ABDUCTED CHILDREN

Brian Frost is the Missing Person Specialist for the Montana Department of Justice. He spent the first seven years of his career as a dispatcher and spent time speaking with family members of missing loved ones and witnessing firsthand the start of AMBER Alerts. He then began working for the state's Criminal Justice Information Network (CJIN), which also doubles as the Montana Missing Persons Clearinghouse. For three years he served as a training officer for CJIN, providing online and instructor-led training in all aspects of CJIN/NCIC/Nlets and missing persons. In April of 2020, he was designated as the agency's Missing Person Specialist, and now acts as a liaison between families and law enforcement for missing persons. He also provides training, resources, and outreach on missing persons to both the public and law enforcement.

WHAT IS UNIQUE TO YOUR AMBER ALERT/MISSING PERSONS PROGRAM, AND WHAT DO YOU THINK MAKES IT SUCCESSFUL?

Our AMBER Alert partners and the citizens of Montana; we have terrific AMBER Alert partners that take the goal of AMBER Alerts very seriously. Whether it is law

enforcement, the National Weather Service, Montana Department of Transportation, Montana Lottery, NCMEC, or the Montana Public Broadcasters Association – all are dedicated professionals with an interest and determination in finding missing and abducted children. Additionally, our citizens are the best. Montanans have a reputation of being friendly and helpful, and I think that extends to helping civically. We constantly

hear from the public when AMBER Alerts are issued and people genuinely care. We all want a positive outcome.

WHAT MOTIVATES YOU TO FIND MISSING AND ABDUCTED CHILDREN?

I believe it's a combination of things – when you talk to family members of missing loved ones, you can't 100% relate to how they feel

because you're not in their shoes, but you can do the best job that you're capable of in hopes of reuniting them. The relief in their voices when there is a positive outcome – makes it worth it.

Also, my wife is eight months pregnant with our first child. 2020 has been a strange year and it feels like a bit of a rollercoaster, but it is comforting knowing that should anything



Montana Missing Person Specialist Brian Frost

happen to our son, a group of AMBER Alert partners and supporters in Montana is standing by.

TELL US ABOUT YOUR MOST MEMORABLE SUCCESS STORY IN WORKING A MISSING CHILD CASE. HOW DID THE AMBER ALERT SUPPORT THE OUTCOME? WHAT WERE THE MOST IMPORTANT LESSONS LEARNED?

The Montana DOJ recently issued an AMBER Alert on behalf of the Great Falls Police Department. A non-custodial mother took her two children out of school and fled with another male suspect. We were aware of several reasons to believe the children were in immediate danger. Within just a few minutes after the alert was issued, tips began pouring in. The suspects, along with the children and vehicle, were spotted by witnesses at a gas station approximately 15 miles away from the abduction. The suspects fled the gas station and a sheriff's deputy pulled them over on a traffic stop shortly afterwards. Both children were recovered without incident. I believe it is a testament to how speed, accuracy and working together can lead to a positive result – in only a few short minutes.

WHAT WOULD YOU LIKE TO SEE HAPPEN WITH YOUR AMBER ALERT PROGRAM AND OTHER PROGRAMS IN THE FUTURE?

I would like to stay ahead of the curve as much as possible. I recently attended a webinar that discussed some of the new (and existing) alerting technologies. Some of the technology included hardware features like sirens and public broadcasting speakers – but others demonstrated Wi-Fi hot spot kiosks that display advertising and could also display public alerts. Montana is mostly rural, but I would like to see us keep updating and adapting our program to keep it as effective as possible.

HOW HAS TRAINING HELPED YOU IN AMBER ALERT CASES?

Training helps me see how everyone comes together, what roles that individual agencies and partners play and how information is processed. AMBER Alerts are low frequency but high-stress and high public-exposure events. I am a firm believer in the IPAWS test lab, practicing checklists and knowing your resources – who to reach and constantly evaluating protocols. Training keeps everyone sharp.

WHAT ADVICE WOULD YOU GIVE TO OTHER AMBER ALERT PARTNERS?

Provide training and outreach when you can. I think some of the best feedback I ever received was to keep training and keep reinforcing what you teach. We provide AMBER Alert training to new police officers as they attend Montana Law Enforcement Academy (MLEA), but with all the different subjects the new peace officers learn – it is information overload. You can teach the AMBER Alert criteria, but it may not stick when they are balancing felony traffic stops, interviewing techniques and evidence collecting. The best we can do is to continue to reinforce and provide guidance on missing persons and alerts throughout their law enforcement career – not just at the beginning. ☺

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“From the moment we hit launch until recovery, the time has decreased over 50%,” said Bertola. “Sometimes it takes hours, and other times only minutes. As everyone knows, every minute counts in this situation.”

Recent CHP Public Alerting Successes:

Silver Alerts:

On a Saturday in October, California issued three WEAs for Silver Alerts and all the victims were found within just a few miles of the alleged abduction. One suspect was found after a nurse discovered that a “John Doe” in a hospital room was the missing person being sought in a Silver Alert. Another victim was found when a citizen saw the alert, walked out of a store, and saw the missing person sitting by a tree. The third was found by a neighbor.

AMBER Alerts:

A mother and her child were safely recovered, due to the quick reaction by two youths who were riding their bicycles and received the alert on their cellphones about a kidnap for ransom. When the WEA was sent, they clicked the URL and accessed the CHP Twitter page with the flyer and associated pictures from the alert. They recognized the suspect vehicle parked near a tree, partially obscured from view. They immediately went home and had their parents call 911. Officers found the mother and her child gagged, but still alive, near the vehicle.

In another case, a suspect was believed to be taking a victim from San Jose, California,

to Mexico. The alert went out in the coastal region of California south of San Jose. A group of people recognized the suspect’s vehicle at a gas station. The citizens all positioned their cars so the suspect could not leave until law enforcement arrived.

“When the sheriff’s department got there, people were high-fiving each other,” said Bertola. “It’s amazing to see because those are the feelings we all feel whenever we have a safe recovery.”

In thinking about several successful alerts over the past 18 months, and commenting on the improvements overall, Bertola remarked, “Now the public is able to engage in a new way. Some of the feedback we’ve gotten from them is, ‘Thank you. Thank you for giving us all the information instantly.’ If I don’t do anything else in my career, I feel very proud that this is making a difference for all these individuals. Because they’re not statistics – they’re people.”

This new process has not only changed the game for AMBER Alerts, but significantly improved the other alerts California administers.

“With the success the new process has brought, we’re not done yet. We will continue to adjust our program, use new tools, expand our reach, and help anyone who wants to adopt this new process. This is a team effort - when one improves, we all improve,” concluded Bertola. ☺

AMBER ALERT IN INDIAN COUNTRY

UTAH TASK FORCE BEGINS REPORT FOR MURDERED AND MISSING INDIGENOUS WOMEN AND GIRLS



Utah Representative
Angela Romero

A nine-member task force has begun compiling a report on murdered and missing Indigenous women and girls in Utah. The task force hopes to understand the scope of the problem and stop further injustices from occurring. The members include representatives from Restoring

Ancestral Winds, the Urban Indian Center, the Paiute Indian Tribe, and several state officials.

Utah Rep. Angela Romero sponsored a 2019 resolution making May 5th Missing and Murdered Indigenous Women, Girls, and LGBT+ Awareness Day. The resolution passed, providing support for a task force. “We ran the resolution honoring the memory of murdered and missing Indigenous women and reminding people that this is an epidemic in our country,” said Romero, who identifies as Hispanic and Assiniboine (part of the Sioux Nation). “And when the resolution passed, we knew that we had enough support to put together a task force.” The report was slated for completion by November 2020, but has been pushed back due to the pandemic. ↪

CANADIAN INDIGENOUS ORGANIZATION ASKS FOR CHANGES IN AMBER ALERT POLICIES

The Native Women’s Association of Canada wants law enforcement to update how it applies the AMBER Alert criteria for cases involving Indigenous girls. The demand comes after a 14-year-old Indigenous girl was found in a wooded area with the suspect a week after she went missing. Law enforcement listed the girl as a runaway, but the group said an AMBER Alert should have been issued because of her age and the larger issue of missing and murdered

Indigenous women and girls. “They may have run away, but we have to look at it more in depth,” said Lorraine Whitman, president of the association. “We just can’t take it as a case that they wanted to leave. We have to look into it because there are more underlying areas that we have to investigate as well.” The Royal Canadian Mounted Police (RCMP) in Nova Scotia is reviewing its protocols and policies. ↪

AMBER ALERT BRIEFS

AGE PROGRESSION PHOTOS CREATED FOR LONGTIME MISSING TENNESSEE CHILDREN



The National Center for Missing and Exploited Children (NCMEC) released new age progression photos for two children who went missing from a house fire on September 23, 2012. AMBER Alerts were issued at the time for nine-year-old Chloe Leverette and seven-year-old Gage Daniel. Their remains were never found. "AMBER Alerts do not expire," said Leslie Earhart, Tennessee Bureau of Investigations spokesperson. "They remain active until we have definitive information concerning the child's whereabouts." ☺

WI-FI ISSUE LEADS TO EXTRA AMBER ALERT



Some Maryland residents received a second AMBER Alert the day after the child was located because of Wi-Fi connection issues. The first alert was issued September 27, 2020, after a nine-month-old girl was allegedly kidnapped by her mother's boyfriend. The alert was canceled the same day, but some people got the alert the next day when their phones connected to a Wi-Fi network. ☺

STATE ATTORNEYS GENERAL URGE SUPPORT FOR NATIONAL CHILD ID PROGRAM



A coalition of state attorneys general are asking for the passage of The National Child ID Act to help parents and law enforcement better protect children from exploitation, abduction, and human trafficking. This legislation enables each attorney general to request grant funding to purchase child ID kits for children in kindergarten through 6th grade. The kit allows parents to collect specific information by recording the physical characteristics, fingerprints, and DNA of their child. ☺

FAKE STORY LEADS TO AMBER ALERT IN MISSOURI



Laclede County, Missouri, Sheriff David Millsap said an AMBER Alert was issued after a mother falsely claimed a man took her newborn baby. The woman said the baby was snatched after the child was born on the side of the road. The sheriff determined the baby was born in a trailer and that the false information was given because the baby's mother and father were dealing with outstanding warrants. ☺

LONGTIME AMBER ALERT CHAMPION HONORED AT RETIREMENT

College Station, Texas, Assistant Police Chief Charles “Chuck” Fleeger was honored for his work to help missing and abducted children when he retired after serving with the agency since 1989. The U.S. Department of Justice honored Fleeger as the AMBER Alert Coordinator of the Year in 2010. Fleeger will now direct the nonprofit Brazos Valley AMBER Alert Network, and will continue teaching and consulting on issues concerning missing and exploited children, including his work with the AMBER Alert Training and Technical Assistance Program and National Criminal Justice Training Center of Fox Valley Technical College. 🍷



FUNDING NOW AVAILABLE TO SET UP ASHANTI ALERT PROGRAMS

States can now apply for federal funding for the Ashanti Alert pilot program. The Ashanti Alert notifies the public about missing or endangered adults, ages 18-64, and sets up a national communications network to assist law enforcement in the search. The Bureau of Justice Assistance will make \$1 million in technical assistance available to facilitate and expedite the development of statewide Ashanti Alert programs. The alert is named after Ashanti Billie, the 19-year-old college student who was abducted and murdered in North Carolina in 2017. 🍷



KANSAS CITY RAISES MONEY TO HONOR MURDERED TODDLER

Family and friends in Kansas City are raising money for memorial benches to honor Olivia Jansen, a three-year-old who was allegedly murdered by her father and his girlfriend. Police issued an AMBER Alert on July 12, 2020, after the father reported his daughter was missing. “The whole situation, has touched so many hearts and it hits home,” said family friend Ramona Olivas, “It’s beautiful to see all these people coming out for her.” A motorcycle group organized a ride to raise money and additional fundraisers are planned. 🍷



AMBER ALERT INTERNATIONAL



DUTCH FOOD DELIVERY WORKERS ALSO PROVIDE HELP DURING AMBER ALERTS

Food delivery workers in the Netherlands are now helping find missing and abducted children. Deliveroo meal deliverers are taking part in a national campaign called “Ride to Find,” and will look out for missing children after receiving an AMBER Alert on their work app. The deliverers will also have missing person posters on their delivery bags. 🍷



AUSTRALIAN LOTTERY ONCE AGAIN BETS ON HELPING MISSING CHILDREN

Golden Casket, part of Australia’s official lottery, donated AU\$300,000 to an organization dedicated to help victims of crime and missing persons. The Daniel Marcombe Foundation helps victims but also offers child safety programs and events. The lottery also sends AMBER Alerts to more than 900 retail outlets in Queensland. 🍷



FINNISH POLICE JOINS MISSING PERSONS NETWORK

The Finnish National Police has officially joined AMBER Alert Europe’s Police Expert Network on Missing Persons (PEN-MP). Finland joins more than 70 police experts from 24 countries working on missing person cases. PEN-MP was established to bring law enforcement officers from different countries together to recover missing persons quicker and more effectively. 🍷



AMBER ALERT EUROPE WEBINAR ATTRACTS MULTI-NATIONAL PARTICIPATION

AMBER Alert Europe attracted 50 law enforcement professionals from 22 countries to a webinar entitled, “Save the Missing Person First, Solve the Crime Later.” The September 30, 2020, webinar discussed weighing priorities between pursuing a prosecution and finding a missing person. 🍷

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