

Launch of the Campaign, *Develop Sweet Reflexes!*

Montreal, October 25, 2018 – A few days prior to Halloween, the Missing Children’s Network launched its Annual Halloween Safety campaign entitled *Develop Sweet Reflexes (or Bons Bons Réflexes!)* at École Montessori Internationale de Montréal. The goal of the campaign is to sensitize parents and children about the importance of developing sound safety strategies for life, as well as raising funds for the organization.

As part of its *Develop Sweet Reflexes* campaign, the Missing Children’s Network unveiled a *Candy-Catcher* Halloween bag, produced thanks to the generosity of long-time partners, **Info-Crime Montréal** and **Groupe Lotus**. The *Candy-Catcher* bags feature reflective tape, thus ensuring that little ones are visible at all times as they swarm the streets on Halloween night. Nearly 2,500 bags were produced and sold for the occasion and raised \$25,000 for the Network’s critical Prevention and Education Programs.

“Halloween is a special celebration that is shared with family, friends and the community and it gives children the rare chance to walk around their neighbourhood at night. Thanks to our generous partners, we are able to pursue our personal safety activities in the schools. With their help, we are making our corner of the world a safer place for our children!” declared Pina Arcamone, Director General of the Missing Children’s Network.

During the month of October, the Missing Children’s Network toured 8 schools, conducted 41 workshops and empowered 944 children to *Develop Sweet Reflexes*, thus helping them to make safer choices in their daily activities. As well, Station 10 will be hosting a Halloween Haunted House in Bordeaux-Cartierville during which police officers will be distributing the Missing Children’s Network’s Halloween Safety Kits to over 500 trick-or-treaters.

«For several years, Info-Crime Montréal has been proud to partner with the Missing Children’s Network. We are happy to support their on-going efforts to protect our youth. » highlighted Jean Touchette, President and Director General of Info-Crime Montréal.

The Missing Children’s Network extends its heartfelt appreciation to the following partners whose generosity contributed to the overall success of this year’s edition: Ardene, Groupe Montoni, Embassy Plaza, I-Nov Concept, BLG, Lemieux Cantin, RSS, Banque Scotia Anjou, Fondation AGF, Fednav and Vézina Party Central.



About the Missing Children's Network

Founded in 1985, the Missing Children's Network is the only non-profit organization in Quebec dedicated to the search for missing children and the prevention of their disappearance. Regardless of the reason for the disappearance, from runaways to parental or criminal abductions, the Missing Children's Network's team supports, assists and advises the families of missing children.

In addition, the team works closely with law enforcement, child welfare agencies and the media to find these children and bring them home safely. Since its inception, the Missing Children's Network has helped law enforcement to recover 1,425 children, and has educated more than 212,040 students how to remain safe in their daily lives, both online and offline.

In 2018, the organization launched SHINE, a province-wide and bilingual sexual exploitation prevention program, and created SIGN4L, an application that allows parents to record and store an electronic profile of child directly on their mobile phones.

The Missing Children's Network is a front-line partner of the **AMBER Alert Program** in Quebec and a recognized partner of the Royal Canadian Mounted Police (RCMP) **National Centre for Missing Persons and Unidentified Remains** (NCMPUR).

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