



MISSING CHILDREN SOCIETY OF CANADA

...because the search must continue

Nancy Martisko Media Relations & Special Events Assistant

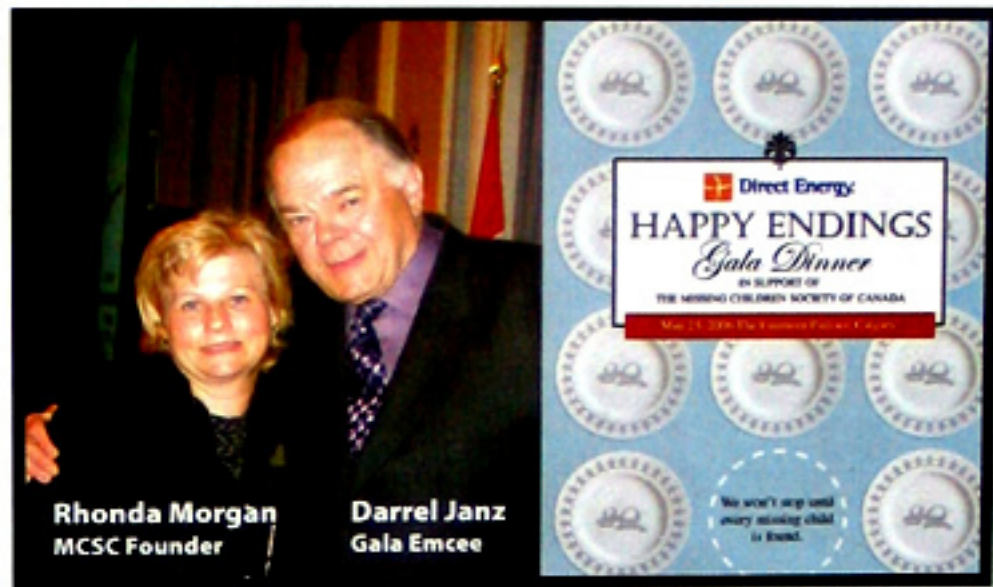
Directed Field Study May 1, 2006 - August 20, 2006

May 25 is National Missing Children's Day.

On this day, the Missing Children Society of Canada (MCSC) asks Canadians to turn their porch lights on to help 'Light the Way Home' for missing children everywhere. MCSC holds an annual fundraising gala on this day to culminate its annual 'Light the Way Home' campaign.

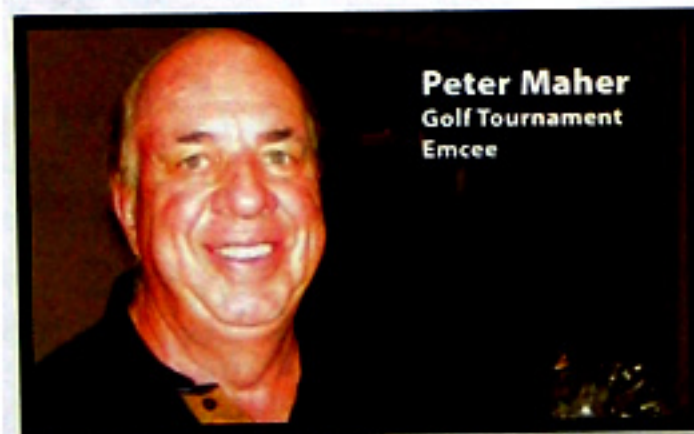
For the gala, I participated in a press conference with MCSC and event host, Direct Energy, which achieved local media coverage. I also organized event logistics, coordinated volunteers and ensured the appropriate sponsor recognition.

The 2006 Direct Energy Happy Endings Gala Dinner successfully raised over \$50,000.



Rhonda Morgan
MCSC Founder

Darrel Janz
Gala Emcee



Peter Maher
Golf Tournament
Emcee

MCSC's 5th Annual Charity Golf Tournament was held at the Heritage Pointe Golf Club on August 2, 2006 and involved nearly 250 participants and special guests such as Peter Maher. The annual charity golf tournament helps MCSC raise awareness and valuable funding for its investigative search program, Project: Reunite. This year, the event raised over \$60,000.

I assisted in organizing the event by securing sponsorships, donations and prize items. I was responsible for the media relations surrounding the event and successfully achieved local media coverage. I also coordinated volunteers at the event and created a 12-page program for event participants.

MCSC is challenged with raising awareness for missing children cases. Press releases are regularly distributed on the anniversary date of a child's disappearance and used as a reminder to all that the search continues.

Throughout my work term, I wrote press releases for five missing children cases. Each press release was distributed, along with a case poster, to relevant media outlets in the area of each disappearance. I was able to achieve print and online media coverage in hopes of generating new tips and leads for MCSC investigators.

MISSING HAVE YOU SEEN KRIS?



KRIS SYRZYCKI

Date of Birth:	August 1, 1981
Height:	5' 11"
Weight:	155 lbs.
Build:	Slim
Hair:	Dark Brown
Eye Color:	Blue
Missing Since:	June 29, 2002
Missing From:	Coppland, BC

Circumstances: Kris was last seen in Coppland, BC. He was very distraught at the time of his disappearance.

MCSC has helped police close over 5,200 cases, but it is for children like Kris, that the search continues.