



OFFICIAL NEWSLETTER OF THE

# MISSING CHILDREN SOCIETY OF CANADA

*...because the search must continue*



## Fall 2010

The Missing Children Society of Canada is a national non-profit organization dedicated to the active search for abducted and missing children.

Since 1986, MCSC has assisted law enforcement and searching families through professional investigations, public awareness and family support programs.

**National Head Office**  
Suite 219, 3501 - 23 St. NE  
Calgary, Alberta  
Canada  
T2E 6V8

P 403-291-0705  
F 403-291-9728  
E [info@mcsc.ca](mailto:info@mcsc.ca)  
W [www.mcsc.ca](http://www.mcsc.ca)

[tips@mcsc.ca](mailto:tips@mcsc.ca)  
**1-800-661-6160**

## SEARCHING FOR MISSING CHILDREN IN THE AGE OF SOCIAL MEDIA

Earlier this year, the Missing Children Society of Canada (MCSC) inked a unique partnership with newswire leader Marketwire, whose news distribution and content sharing solutions are helping to play a role in the search for missing children.

The unique partnership with Marketwire has equipped MCSC with the ability to move their "Child Search Alerts" and posters into the age of social media – reaching media and the vast online community with breaking investigation updates in an instant, via social media and search engine optimization enhanced news alerts and press releases. All free of charge.

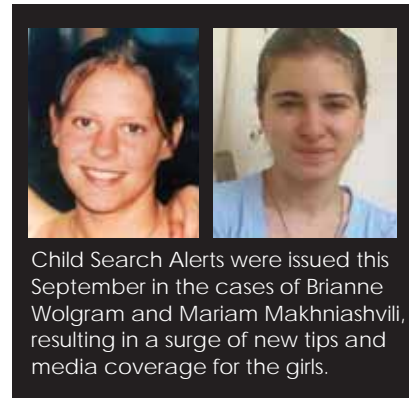
"When a child goes missing, there is an urgent and immediate need to reach as many people as possible, and update them with as much information as possible

**"When a child goes missing, there is an urgent and immediate need to reach as many people as possible."**

so they can assist in the search," said Judy Hutchins, Senior Vice President of Sales, at Marketwire. "What is incredible about social media is the speed and depth at which information travels through communities, and the propensity to share that information. By enhancing the distribution of MCSC's alerts and updates with social media capabilities, we are helping them take their search efforts to a broader audience and, hopefully, locating missing children much more quickly."

"By partnering with MCSC to distribute our Child Search Alerts, Marketwire will make a huge impact in supporting and advancing our missing child investigations," explained Amanda Pick, Executive Director of MCSC. "In fact, our first run at distributing a Child Search Alert with Marketwire earlier this year resulted in a flood of new, credible leads in the case, which was hugely beneficial to our efforts."

This strong response was also experienced following two other Child Search Alerts this September.



Child Search Alerts were issued this September in the cases of Brianne Wolgram and Mariam Makhniashvili, resulting in a surge of new tips and media coverage for the girls.

It was twelve years ago this past September long weekend when Brianne Wolgram disappeared from Revelstoke, BC. A Child Search Alert was distributed to coincide with the anniversary date in hopes of jogging the memories of people in the area.

"Someone knows what happened to Brianne," said Dan Picken, an MCSC Investigator and a former police detective, "We hope that our efforts on the anniversary date will spark someone's memory of what they saw that weekend. We also have a good chance of reaching people who were vacationing there at the time and who may have returned for

**HELP US CONTINUE THE SEARCH  
DONATE ONLINE AT [WWW.MCSC.CA](http://WWW.MCSC.CA)**

## STILL MISSING



**SHANNON ALEXANDER**  
Date of Birth  
March 1991  
Eyes..... Brown  
Hair..... Brown  
Sex ..... Female  
Missing Since  
Sept 6, 2008  
Missing From  
Maniwaki, QC



**MAISY ODJICK**  
Date of Birth  
November 1991  
Eyes..... Brown  
Hair..... Brown  
Sex ..... Female  
Missing Since  
Sept 6, 2008  
Missing From  
Maniwaki, QC



**LUCAS JAMES DEGERNESS**  
Date of Birth  
January 1993  
Eyes.....Brown  
Hair.....Brown  
Sex .....Male  
Missing Since  
June 7, 2007  
Missing From  
Prince George, BC

Continued from page 1



the same long weekend.”

A Child Search Alert was also distributed in early September leading up to the one year anniversary of the disappearance of Mariam Makhniashvili from Toronto, Ontario. MCSC announced a \$10,000 reward for information leading to the whereabouts of Mariam.

In both cases, the Child Search Alerts resulted in a surge of

tips and media coverage for the missing girls.

“There has been an outpouring of support and awareness for these cases, thanks in large part to the impact of our new, improved Child Search Alerts,” Pick continued.

“Through this partnership, there is a very real chance that Marketwire will be part of locating and reuniting a missing child. It’s a truly meaningful and powerful form of corporate support that holds hope for the future.”

## MCSC THANKS YOUNG OAKVILLE PHILANTHROPIST



**We would like to say thank you to the generous actions of a young Oakville girl this past summer.**

Khushi Prakash celebrated her 7th birthday in July and instead of gifts for herself, the budding humanitarian asked friends and family to bring a donation for MCSC to

her party. Thanks to her kind act, Khushi raised over \$350 in support of MCSC.

“Considering the fact that this is the first time she has done something like this, I think she did good,” said Khushi’s proud mother, Anuradha.

We think she did good, too.

“We are so touched by Khushi’s generous and selfless gesture,” said Amanda Pick, Executive Director of MCSC. “Khushi is an inspiration to our entire team, and a touching reminder of how precious every child is in our communities.”

## APACHE COMMITS ITS ENERGY TO MCSC AS SEARCH PARTNER



**Joining MCSC as our newest Search Partner, Canadian oil and gas producer Apache has committed their resources and energy to MCSC.**

Going above and beyond their donation of cold, hard cash, Apache Canada has worked with MCSC to develop “CODE: Search” - a protocol that will see Apache manpower and resources in the field step up to assist MCSC search efforts across Canada.

“Their knowledge of local terrain and their ability to quickly supply search volunteers and ground resources will be invaluable to future searches,” explained Hanan Chebib,

Manager of Development with MCSC.

The partnership represents a growing trend among corporate sponsorships and volunteer involvement.

“Traditional sponsorships are becoming a thing of the past, and corporations are increasingly looking for meaningful opportunities to build partnerships and contribute to a cause in unique ways,” Chebib continued. “While challenging, it’s an opportunity to develop partnerships that truly are a win-win for everyone involved.”

To discuss how your corporation or organization could join the search for missing children as a ‘Search Partner’, please contact Hanan Chebib, Manager of Development by calling 403-291-0705 ext. 232 or email [hchebib@mcsc.ca](mailto:hchebib@mcsc.ca).

### THANK YOU TO OUR RECENT SUPPORTERS

#### \$20,000 +

Anonymous Donor  
Apache Canada

#### \$15,000 +

Northgate Aviation

#### \$10,000 +

Calgary Sheriff’s Social Club  
Nickle Family Foundation  
Millennium  
Rotary Club of Calgary  
Stepper Custom Homes Inc.

#### \$5,000 +

Calgary Police Association  
William Doherty

#### \$2,500 +

7-Eleven Canada, Calgary  
7-Eleven Canada Inc.  
Bruce Cameron  
Canadian Natural Resources Limited  
Charmaine Hemming  
Dwayne Maurer

#### \$2,000 +

Kids Of Courage

#### \$1,500 +

Deerfoot Mechanical Ltd.  
Maritz Canada Inc  
Bonnie Patrick

#### \$1,000 +

Atco Epic  
Avmax Group of Companies  
Magnus Bayne  
Canadian North Airlines

Leanne Christie  
Darrell Danyluk  
Elevate Auctions  
First Energy Foundation  
George Goodburn  
Suzanne Graham  
Harold Lissel  
Manulife Financial - United Way Admin  
Nucleus Information Service  
PBA Land Development  
Parlee McLaws LLP  
Quality Transmission  
Sahota S.B. Investments

#### \$500 +

ATCO I-Tek  
Bulletproof Info Tech  
Canada Border Services  
Canadian Centre For Child Protection  
David Daurie  
Gem Stone Consultants  
Green Roads Recycling  
David Pedersen

Manitoba Hydro  
Betty J. Marson  
Mission Control Consulting  
Quality Response Inc  
Chris Rusnyk  
Rutherford Media Inc  
Septer Management Ltd  
Spargus Industries Ltd  
United Way of Greater Toronto

#### \$250 +

Ruth Bielawski  
Cameron Binder  
Doreen Charlton  
Deborah Clark  
B. Dorin  
DRC Construction Ltd  
Drilco Foundation Co Ltd  
Bruce Dunne  
EllisDon Construction Services Inc.  
Gerry Fedio  
Hart Mailandt  
Technical Control Services

Hillis Insurance Agencies Ltd  
Martin Hislop  
Michael Horsch  
The Hydrecs Fund  
Nancy Kinney  
Louise Poelzer  
Province of Manitoba  
Provincial Employees  
Community Services Fund (BC)  
N S Richardson  
Amanda Terlecki  
Underground Enterprises Ltd  
United Way of Calgary and Area  
Western Financial Group

**Thank you also to all our Vendmax and Revive participants**

**and to all our generous Monthly donors.**

## INTERNATIONAL NEWS: ANDREW THOMPSON LOCATED ENDING THREE YEAR ORDEAL



**Andrew Thompson, who went missing almost three years ago, has been found in Northern Europe, bringing an end to his father's desperate search.**

Andrew was abducted in 2008 by his non-custodial mother. Over the next three years, the search for Andrew would lead his father and authorities across Europe, connecting with networks around the

world, including MCSC. Their worldwide search ended with a happy reunion this September.

Andrew's father, Ken Thomson, had spent the previous three and a half months cycling through Europe to raise awareness about his son's abduction. To read Ken's blog about his inspiring journey, and the emotional conclusion, visit <http://findandrewthompstoneurope2010.blogspot.com/>.

**From all of us at MCSC, we are elated for you, Andrew and Ken!**

## MCSC FACILITATES CROSS-BORDER REUNIFICATION

**As of 11:00am on September 23rd, the two year journey for one searching father from San Diego has ended.**

That morning at the Abbotsford / Sumas border, MCSC facilitated a cross-border reunification of a 4 year old girl who was abducted by her mother in 2008. For the protection and privacy of the child, the family's names are being withheld.

Earlier this summer, MCSC was contacted by the BC Central Authority on The Hague Convention and the District

Attorney's Office in San Diego County for assistance in the family reunification.

"The majority of our cases involve the search for missing Canadian children, however we are also increasingly involved with assisting international cases that have a connection to our country," said Maria Sbert, Director of MCSC's Investigation Unit.

"We are thrilled to be able to assist this searching father in the happy reunification of this young girl."

## ALBERTA SHERIFFS DONATE TO MCSC



**This summer, Alberta Sheriffs hosted golf tournaments in Calgary and Edmonton, raising \$11,500 in support of the Missing Children Society of Canada.**

"The support from the Alberta Sheriffs is representative of the long-standing working relationships that MCSC has established with law enforcement groups across Canada and around the world," said Maria

Sbert, Director of the Investigation Unit at MCSC.

"This is the second year that they have supported our organization through their golf tournaments, and we are so appreciative," continued Sbert. "I even had the pleasure of attending the Edmonton tournament this year, and I am honoured to have met some of the terrific sheriffs in our province."

Representatives from the Alberta Government and the Alberta Sheriffs presented MCSC with a cheque for \$11,500 at a media event in Calgary on September 15th.

**Thank you to all our wonderful volunteers who have helped MCSC this past year!**

**We are currently seeking volunteers to assist us with a variety of roles including:**

Administration  
Special Events  
Special Skills

Please contact us to learn how you can get involved.

**Tracy Ferguson**  
volunteer@mcsc.ca  
403-291-0705 ext. 230

**Missing Children Society of Canada**  
**AGM**

**We are finalizing details for our Annual General Meeting, which will be held in November.**

**Please watch for further information about this important event.**

# 10TH ANNUAL MCSC CHARITY GOLF TOURNAMENT

Thank you to everyone who supported the 10th annual MCSC Charity Golf Tournament. This year's event took place on September 16th at the Springbank Links Golf and Country Club.

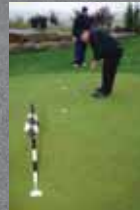
Despite the cool, wet weather, we had a heart-warming day with over 100 attendees showing their support for MCSC.

Thanks to the sponsors, donors, and players, our golf tournament has raised approximately \$20,000 for MCSC. Thank you all for your kind and generous support.

We would like to extend a special thank you to all our wonderful volunteers who helped make this day possible. And our sincere thanks to Eva Hopkins, golf tournament coordinator and volunteer extraordinaire!



CORUS ENTERTAINMENT



## MISSING CHILDREN SOCIETY OF CANADA

NATIONAL HEAD OFFICE  
Suite 219, 3501 - 23 St NE  
Calgary, AB T2E 6V8  
Phone: 403.291.0705  
Fax: 403.291.9728  
Email: info@mcsc.ca

[WWW.MCSC.CA](http://WWW.MCSC.CA)  
1-800-661-6160

SEARCH PARTNERS



*...because the search must continue.*