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PRESS RELEASE

AMBER Alert Europe Foundation Launches New Picture Book to Keep Children Safe on International Missing Children's Day

The Rumbling Adventure of Hare is available in 20 Languages and Shared in 23 Countries Worldwide

BRUSSELS, May 25th, 2023 – The AMBER Alert Europe Foundation has announced the launch of its annual prevention campaign focused on the safety of young children on International Missing Children's Day. The centerpiece of this year's campaign is a new picture book called "The Rumbling Adventure of Hare," designed to teach children important safety tips to avoid going missing.

Available for download as an e-book in 20 languages, the picture book will be shared in 23 countries by national ministries, law enforcement authorities, and non-governmental organisations in the field of child protection. The book is based on five key tips centered around the concept of trusting your instincts and has been created in consultation with experts in the field of missing children.

To make the book engaging for young children, the Foundation enlisted the help of children's book authors, illustrators, child psychologists, behavioral scientists, and pediatricians who helped shape the story and illustrations. The book is intended to be read by parents and caregivers and used as a gentle conversation starter.

Frank Hoen, Chairman of the AMBER Alert Europe Foundation said, "The safety of our children is of paramount importance, and we are excited to launch this campaign to help young children learn about personal safety. We believe that 'The Rumbling Adventure of Hare' is a valuable tool for parents and caregivers to help educate children about safety, in particular about going missing, and we are proud to share it with families across Europe."

With 300,000 children reported missing in Europe each year, the launch of "The Rumbling Adventure of Hare" is part of the Foundation's continued efforts to raise awareness about missing children and promote prevention. The Foundation believes that educating young children on how to keep themselves safe is crucial in preventing future cases of missing children.

The Rumbling Adventure of Hare will be shared in Albania, Austria, Belgium, Bosnia and Herzegovina, Canada, Croatia, the Czech Republic, Estonia, France, Germany, Greece, Italy, Lithuania, Luxembourg, Malta, the Netherlands, North Macedonia, Poland, Portugal, Slovakia, Slovenia, Spain, and the United States.

For more information about the campaign and to download the picture book, please visit www.amberalert.eu/the-rumbling-adventure-of-hare.

NOTE TO THE EDITORS

For more information about the campaign, please visit:

www.amberalert.eu/the-rumbling-adventure-of-hare

For campaign materials, please visit

www.amberalert.eu/press

About the AMBER Alert Europe Foundation

AMBER Alert Europe, the European Centre for Missing Children, is a foundation that strives to improve the protection of missing children and to prevent children from going missing by empowering them and raising awareness on the issue of missing children and its root causes. We connect experts from 44 governmental organisations, in particular ministries of the interior and police forces, and non-governmental organisations from 28 countries in our mission towards zero missing children in Europe.

www.amberalert.eu

Questions?

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