



## PARTNER ASSET KIT - TALKING POINTS

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### National Missing Children's Day: Customize your own video and help find #MissingKids

In honor of National Missing Children's Day on Monday, May 25, the National Center for Missing & Exploited Children is releasing an **updated** version of its VMA "Video for Good" nominated music video, Runaway Train 25! You can now customize the video to feature missing children you know. Simply visit <https://runawaytrain25.com/create-video> to create your own version of the music video with up to six missing child photos of your choice.

Last year, **20 missing children were recovered** after NCMEC remade Soul Asylum's "Runaway Train" music video. The original 1993 version featured images of real missing children and helped recover 21 of them. You can help us bring home more missing children today. **We're relaunching the video with a new feature that lets you choose the children shown in your own video.** It just takes one person to help bring home a missing child.

"As a father of a missing child it can be overwhelming, you try to mask the emptiness and pain of not knowing where your child is, or if they are safe, there is so much that runs through your mind. But, besides my faith, what keeps me going and brings me comfort is all the support of family and friends - apparently all over the world, who continue to share Ava's story. We are not going through this alone, so every day but especially on National Missing Children's day we remain hopeful."

— David Hopper, father of Ava Baldwin, missing from San Antonio, Texas. Ava Baldwin's Missing

Poster: <https://www.missingkids.org/poster/NCMC/1278435/1/screen>

"A child that goes missing is innocent and they didn't ask to go through the trauma they are enduring. King and Diamond have family that love them and miss them very much. We don't know what's happened to them, if they have been hurt or something worse. We want to find them and we want justice for our missing children. Not a day goes by that my heart doesn't ache for the loss of King and Diamond. National Missing Children's Day is a reminder that we must never stop searching."

— LaShann Walker, grandmother of King Walker and mother of Diamond Bynum, missing from Gary, Indiana. King Walker's Missing

Poster: <https://www.missingkids.org/poster/NCMC/1252008/1/screen>

## Key messaging:

**The milk carton of the 21st century:** the National Center for Missing and Exploited Children (NCMEC) is the organization responsible for putting the faces of missing children on milk cartons. In 2020, social media is the new milk carton.

**Every year there are over 400,000 reports of missing kids in the U.S.** It's an ongoing issue that is not going away.

**Missing kids are all around us. How many missing kids have you missed?** 61% of recovered children are found in the state in which they are missing from. We combined new technology and the power of social media to get more missing children in front of more people in more relevant places.

**A music video for good:** Using modern artists and new technology, Runaway Train 25 shows real missing kids chosen by the creator. Or if a person wants to use the geotargeting feature, their video will show missing kids from their own community. For example, if they watch it in San Francisco, they can see children from the Bay Area, and so on.

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## Social Sharing:

*\*\*\* Our hope is partners can share on their social channels using their own voice/tone/style so it feels personalized to their audiences, but here are some messaging examples.\*\*\**

### Example tweets:

*It takes a huge collaboration to make a project like #RunawayTrain25. We're humbled to be part of an amazing effort to find #MissingKids. [link to RunawayTrain25.com]*

*Appreciative to be part of the collaboration that brought #RunawayTrain25 to life. Create your own video and help find #MissingKids at RunawayTrain25.com*

*We're proud to work on the #RunawayTrain25 project, the first music video that uses technology and social media to find #MissingKids  
Learn more at RunawayTrain25.com*

*Every year, there are over 400,000 reports of #MissingKids in the U.S. Visit RunawayTrain25.com to watch the full #RunawayTrain25 music video and see how you can help.*

*#MissingKids is an issue that won't go away without your help. Watch #RunawayTrain25 and learn how you can help find missing children. [link to RunawayTrain25.com]*

**Key hashtags:** #RunawayTrain25 #MissingKids #NeverStop

**Key Artist @handles:** @SoGallant @SkylarGrey @JamieNCommons

**NCMEC Social @handle:**  
@MissingKids

**URL:** RunawayTrain25.com

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## **Talking Points for TV Shows/PR:**

### **Who is NCMEC?**

The National Center for Missing & Exploited Children (NCMEC) leads the fight against abduction, abuse, and exploitation - because every child deserves a safe childhood.

- NCMEC is a non-profit
- NCMEC operates a hotline that is open 24/7 to take reports / information about missing children - 1-800-THE-LOST
- Last year the FBI received more than 400,000 reports of missing children
- 91% of children reported to NCMEC are runaways
  - Out of those runaways, likely 1 in 6 were victims of child sex trafficking
- NCMEC's mission is to:
  - help find missing children
  - reduce child sexual exploitation
  - prevent child victimization