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**FOR IMMEDIATE RELEASE**

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**AG Schimel Announces New AMBER Alert Website, Recognizes National Missing Children's Day**

MADISON, Wis. – Today, Attorney General Brad Schimel held the Missing Persons Remembrance Ceremony at the State Capitol, in recognition of National Missing Children's Day and announced the launch of a new, more user-friendly [AMBER Alert website](#).

“On National Missing Children's Day, we renew our commitment to finding the missing and exploited in our state,” said Attorney General Schimel. “Whether there is an abducted child, a grandparent who is confused and walked away from their home, or an exploited victim of human trafficking, Wisconsin DOJ will be there with our agents, analysts, and victim services to help victims, families, and communities.”

The Wisconsin Department of Justice provides critical support when a child or adult goes missing in Wisconsin, both in the immediate aftermath and over the length of an investigation. Wisconsin AMBER and Silver Alert programs provide immediate notification to the public when a person goes missing. In 2016, two AMBER Alerts were issued in Wisconsin, both involving stolen cars with children in the backseat. In both instances, the children were recovered safely. Since the Silver Alert began in August 2014, 174 missing individuals have been recovered alive and safe, in Wisconsin.

The DOJ Child Abduction Response Team (CART) is trained and prepared at all times to respond to a report of a missing, endangered or abducted child by leveraging resources for search and rescue efforts and to assist the agency of

jurisdiction in its investigation. The DOJ CART is the only federally certified team in Wisconsin, and the 22nd certified team in the United States.

Wisconsin Missing & Exploited Persons Resources:

- The new [AMBER Alert Wisconsin](#) website will keep you informed active AMBER Alerts in Wisconsin.
- Get notification of active Silver Alerts in your community on [Facebook](#) and [Twitter](#).
- Sign up for crime alerts, AMBER Alerts, and Silver Alerts in your community at the [Wisconsin Crime Alert Network](#).
- The [Wisconsin Clearinghouse for Missing & Exploited Persons](#) contains information about every missing person in Wisconsin, including unsolved and unidentified cases.