



Brad D. Schimel
Wisconsin Attorney General

P.O. Box 7857
Madison, WI 53707-7857

NEWS FOR IMMEDIATE RELEASE

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AG Schimel Celebrates Three Successful Years of Silver Alert, Protecting the Elderly

MADISON, Wis. – Attorney General Brad Schimel is proud to report **96% of the nearly 200 Silver Alerts** that have been issued in Wisconsin since the program's inception have resulted in the missing person returning home safely. Launched in August 2014, after the enactment of [2013 Wisconsin Act 264](#), the Silver Alert notifies the public when an adult with Alzheimer's, dementia, or other permanent cognitive impairment is missing.

"On average, missing persons are recovered **20 hours** after they were last seen and at least 25% of these recoveries are the direct result of the program," said Attorney General Schimel. "I appreciate the law enforcement agencies and community members who participate in the Silver Alert program and share our commitment to protect the elderly and vulnerable across our state. Together, we have been able to quickly recover countless friends, family members, and neighbors and ensured their safe return home."

A total of **196 Silver Alerts** have been issued since August 1, 2014. On average, an alert is issued every **6 days** and the average age of the missing person is **78-years-old**.

The Silver Alert is administered by the Wisconsin Department of Justice Division of Criminal Investigation and Silver Alert Coordinator Kari Orn.

Individuals can sign up to receive Silver Alerts at www.wisconsincrimealert.gov.

Silver Alerts are issued when the following criteria are met:

- The missing person is 60 years of age or older;
- The missing person is believed to have Alzheimer's, dementia, or another permanent cognitive impairment that poses a threat to the individual's health and safety;
- There is reasonable belief that the missing person's disappearance is due to the individual's impaired cognitive condition;
- The Silver Alert request is made within 72 hours of the individual's disappearance;
- There is sufficient information available to disseminate to the public that could assist in locating the missing person.

Wisconsin Missing & Exploited Persons Resources:

- 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 [AMBER Alert Wisconsin](#) website will keep you informed active AMBER Alerts in Wisconsin.
- The [Wisconsin Clearinghouse for Missing & Exploited Persons](#) contains information about every missing person in Wisconsin, including unsolved and unidentified cases.