

Leading people search service reunites Mother and Son

Submitted by: Tracesmart Ltd

Monday, 19 January 2009

Steve Orah is celebrating this week, after meeting his mother for the very first time thanks to leading people search experts Tracesmart. The company has assisted those looking to find relatives (<http://www.tracesmart.co.uk/find-relatives/>) or long lost friends since 1999 and has quickly become one of the most widely used online tracing facilities. The run up to the recent holiday season saw the site experience a predicted influx of visitors, keen to scour the electoral roll (<http://www.tracesmart.co.uk/electoral-roll/>) and utilise the address search (<http://www.tracesmart.co.uk/address-search/>) facility to update address books and reconnect with lost relations.

The reunion was orchestrated by Tracesmart who recently appealed for individuals to contact them for assistance with their people search (<http://www.tracesmart.co.uk/people-search/>). Tracesmart have helped thousands of people to find relatives, many of whom have been separated as a result of a family breakdown or arguments. Steve Orah's parents split up when he was very young, and his father took him to live in Nigeria in 1973, and that was the last time he saw his mother, Victoria. A simple online search using the marriage records available on the Tracesmart website, found a positive match for his mother. This result allowed a people search to be performed, but with her new married name. His mother, Victoria, was found on the 2009 Electoral Roll living in Somerset with her new husband. The Directory Enquires database was searched simultaneously with electoral roll records, and a telephone listing was available. Victoria was contacted by her overjoyed son, Steve, within minutes of learning the details. The whole family are now planning a large reunion, with relations flying over from America to meet Victoria and catch up with the many years they have missed.

"This reunion was made extra special for our team because we could tell how much it meant to Steve" comments Louise Hewlett, Tracesmart (<http://www.tracesmart.co.uk/>)'s lead researcher, "after speaking to him on the phone, it was clear from the way he was speaking how emotional he felt. We are delighted to have been a part of this reunion and look forward to helping other families in the same way." The Missing Person campaign launched by Tracesmart last year, has helped reunite a great number of individuals who were unaware of how to find relatives. The project aims to raise awareness of the online people search facility, and also how easy it can be to find a missing person. Many of these success stories were featured in local press articles and some have appeared on national television.

"Tracesmart has been instrumental in many fantastic reunions during this past year, and we have been overwhelmed by the response to the Missing Person campaign," comments Owen Roberts, Communications Manager for Tracesmart, "Our online people search facility is an extensive database, which is easy to use and inexpensive. We hope many people will use it to find relatives and make 2009 a year to remember."

Louise Hewlett – is a driving force in Tracesmart's Missing Persons campaign and has been tracing people for 3 years. Louise has previously appeared on BBC 1's Missing Live programme to discuss tracing and successful reunions.

Owen Roberts – has worked in the creative, advertising and communications industries for over 25 years and is the voice of Tracesmart. Heading up the communications team, he raises public awareness of the

company through various media driven PR campaigns.

Tracesmart Ltd – Since the launch of its website in 2004, Tracesmart Ltd has established itself as one of the UK's leading providers of online people tracing tools. www.tracesmart.co.uk combines state of the art search technology with an extensive collection of consumer data, providing one of the most powerful and effective people tracing systems.

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Photo's available on request.