

# Tracesmart Share Their Success On BBC Daytime Show

Submitted by: Tracesmart Ltd

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Following the conclusion of the second 'Missing Live' series, Tracesmart can look back on a job well done as they once again volunteered their services to the production company, offering their people search (<http://www.tracesmart.co.uk/people-search/>) facility and further providing case study examples for the program.

The BBC 1 early morning broadcast raised awareness of the nation's missing people, making live appeals for individuals to come forward with information. Tracesmart were more than happy to assist and the online people search company made two separate live appearances during the series, which was viewed by over 1 million people daily.

The programme makers, Leopard Films, work closely with the police and the charity Missing People, to report on cases that require the help of the general public. Some cases have been open for many years; others that were featured involve people who have vanished very recently. Viewers are urged to contact the helpline with any information that may help find those that have disappeared.

Last year, the program introduced heart-warming stories involving families that have been reunited after a considerable time apart. As specialists in this field, Tracesmart were invited back for the second year running to discuss how to find relatives (<http://www.tracesmart.co.uk/find-relatives/>) and friends. As Tracesmart's lead family researcher, Louise Hewlett was interviewed by the BBC's Rav Wilding on the subject of people tracing, further adding a brief introduction to online family searching using the electoral roll (<http://www.tracesmart.co.uk/electoral-roll/>).

This year, a reunion transpired that involved a viewer of the first series - Julie Cook wrote to Missing Live, asking for help to find her cousin, Clement Jackson. The letter she wrote was given to Hewlett live on air, with the hope that Tracesmart could help trace Clement. When Louise returned to the office and performed a name search (<http://www.tracesmart.co.uk/name-search/>) on the Tracesmart system, she located him immediately. Ms Cooke was ecstatic and also relieved to hear that Clement had been located, after searching for him for nearly 40 years.

Louise commented, "It was lovely to meet Clem and Julie in the studio. It's rare for me to meet the families we are able to help through our online people search facility, so I was delighted to be able to share the experience with them. They were both very grateful to Tracesmart (<http://www.tracesmart.co.uk/>) for reuniting them, and could not believe the trace was completed after a single name search."

Owen Roberts, Tracesmart's Communications Manager added, "There is no doubting the importance of this series, it's vital to highlight the plight of the missing, and it's great that we at Tracesmart can help as much as possible. We do hope the BBC will re-commission another series."

About Tracesmart

Tracesmart Ltd - Since the launch of its website in 2004 Tracesmart has established itself as one of the UK's leading providers of online people tracing tools. [www.tracesmart.co.uk](http://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 successful systems to trace people.

Louise Hewlett is a driving force in Tracesmart's Missing Person's campaign and has been tracing people for 3 years. Louise has previously appeared on BBC1's Missing Live programme to discuss tracing and various 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 the public awareness of the company through various media driven PR campaigns.

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