Media release

[Insert attention-grabbing headline]

[Insert one-sentence subheading with key information – *e.g. [Name], [age], has been missing since [date]*

[LOCATION], [Day] [Month] – [Insert introductory paragraph]

What the media release is about – e.g. "Missing person's family is appealing to public for information on whereabouts of missing person."



[Continue introductory paragraph here]

e.g. "Missing person disappeared from x location on x date."

[Insert quote from family / friend spokesperson here]

Personal appeal from the family e.g. "We are desperate to find missing person and are urging anyone who has any information to come forward," said missing person's father, x.

[Continuation of quote from family / friend spokesperson]

e.g. A personal statement around how the family is coping with the disappearance.

[Information on specific details of disappearance]

e.g. What the missing person was wearing at the time they disappeared or any other relevant information.

[Description of missing person]

Height, hair colour, character etc.

[Details of what to do if missing person is seen]

e.g. "If you think you have seen missing person or have any information, please call [police may provide advice of the number to be called e.g. 000 or Crime Stoppers]

[Insert links to further information]

e.g. "For further information please visit [insert URL of the dedicated Facebook page and any other social media profiles dedicated to finding your missing person e.g. twitter, and insert URL of dedicated website if you have one]."

For further information, please contact:

[Insert name of person for media to contact] Tel: [Insert telephone number]