

# Frontier Duty Free Association supports Missing Children Society of Canada in new initiative



Following the highly anticipated release of the Missing Child Society of Canada's (MCSC) rescue [web app](#), the Frontier Duty Free Association (FDFA) is proudly welcomed MCSC at the Beyond All Borders 2019 Convention at the King Edward Hotel in Toronto earlier this week.

As the official community partner, FDFA is looking forward to continuing to work and broaden our support alongside MCSC to raise awareness for the issue of missing children in Canada, as well as encourage its members to get involved.

“The partnership is a natural fit for FDFA and our members,” said Barbara Barrett, Executive Director of FDFA. “Given the close proximity our member stores have to the border across the country, we are well-positioned to offer MCSC fundraising and communication support,” said Barrett.

Established in 1986, the MCSC provides unique and comprehensive programs to support police and families in the active and ongoing search for missing children, helping to bring answers and returning children to a safe environment.

Police receive over 42,000 reports of missing children cases every year. When a child is missing from a safe environment, they are at an increasingly high risk of being exposed to activities such as; substance misuse, sexual exploitation, human trafficking and even death. MCSC assists investigators across the country with cases affecting our most vulnerable population.

The FDFA will work collaboratively with MCSC on strategic fundraising activities, as well as offering ongoing communications support for MCSC’s key 2019 initiatives. “Earlier this year, MCSC joined the Calgary Police Service and the Tsuut’ina Nation Police Service to announce an innovative technology created to streamline the process of finding missing Canadian children,” said Amanda Pick, Chief Executive Officer of MCSC. “We are looking forward to continuing working with FDFA to grow our voice and reunite more families with missing children using this new technology.”

The FDFA understands that supporting MCSC means that we can help reduce the risk to harmful exposures, and ultimately increase the safety for Canadian children. For more information on MCSC click [here](#).