

Media Release

AFP goes red for Day for Daniel

The Australian Federal Police (AFP) today showed its support for missing Queensland boy Daniel Morcombe today by wearing red – the colour Daniel was last seen wearing when he was abducted from the Keil Mountain Road overpass in December 2003.

Day for Daniel, Friday 30 October is a fun day with a serious message – protection, safety and opportunity for our children.

AFP Commissioner Tony Negus said given that two young people go missing every hour in Australia, child protection and safety is paramount for all Australians.

“Children need protection, education and support so they don’t become a missing child or an innocent victim of crime. Out of the 35,000 people reported missing to police each year, 20,000 are under the age of 18,” Commissioner Negus said.

Along with encouraging AFP staff to wear red on the day, a red-themed morning tea was held at AFP headquarters.

Day for Daniel is all about raising awareness of child safety and missing persons and encouraging all Australians to take action.

Day for Daniel is not a memorial day said Bruce and Denise Morcombe, parents of Daniel. “It’s not a day to be sad, it’s a fun day, and it’s a learning day. We want children to understand that sometimes trouble finds you, and if it does, they need the skills to get out of that trouble. If we can help to save one child, hopefully we’ve done our job.

“Support of Day for Daniel gives us a tremendous amount of enthusiasm and the motivation to continue on. We still want to find Daniel and we don’t want other parents to walk in our shoes”.

The Daniel Morcombe Foundation was established by Bruce and Denise Morcombe, parents of missing child Daniel Morcombe, in 2005. For more information visit www.danielmorcombe.com.au.

The National Missing Persons Coordination Centre of the AFP was established in 2006 to provide a coordinated approach to the response to missing persons in Australia. Its mission is to reduce the incidence and impact of missing persons and to educate the Australian community about this significant issue. For more information visit www.missingpersons.gov.au.

Media enquiries

AFP National Media
Ph: (02) 6275 7100

Daniel Morcombe Foundation
Ph: 0434 326 435