

Media Release

Going red for Daniel

The Australian Federal Police (AFP) has today launched a special video news release with Australia Zoo and parents of missing Queensland boy Daniel Morcombe to raise awareness of missing persons and child safety.

The video – which can be downloaded from the AAP website – features interviews with AFP Commissioner Tony Negus, Bruce and Denise Morcombe and Australia Zoo's Terri and Bindi Irwin, and urges public support for the red-themed *Day for Daniel* on Friday 30 October.

In support of the day, Terri, Bindi and Robert Irwin will wear red instead of their trademark Khaki uniforms. Terri Irwin said Daniel Morcombe wristbands and identification cards for children – along with activities and ideas about child safety – will feature on the day.

“By supporting this wonderful organisation,” Mrs Irwin said, “you’re helping to keep children safe and smart about their surrounds. We want children to get better educated about this, to avoid dangerous situations. Every child deserves to be safe.”

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,” Commissioner Negus said.

“The work of Bruce and Denise Morcombe is inspiring. We need to support them in getting the message out as widely as possible to prevent children from going missing. We encourage all Australians, schools and businesses to support Day for Daniel and our shared aim of keeping children safe.”

Echoing the Commissioner’s words, Bruce Morcombe said he hopes Day for Daniel makes a real difference.

“We need an army of supporters out there who can help us create a national day of significance where a safety lesson is taught. We want children to understand that sometimes trouble finds you, and if it does, they need the skills to get out of that trouble,” he said.

Daniel Morcombe was abducted in December 2003 from the Keil Mountain Road overpass in Palmwoods, Queensland. He is now suspected murdered.

“Daniel was a real boy,” Denise Morcombe said. “He was 14 years old just going Christmas shopping, just trying to catch a bus. What happened to Daniel could happen to anyone.”

But the Morcombes added that Day for Daniel is not a memorial day. "It's not a day to be sad, it's a fun day, and it's a learning day. We are hoping to have 500,000 children involved. If we can help to save one child, hopefully we've done our job."

You can be involved on October 30 by wearing red – the colour Daniel was last seen wearing – hosting a red-themed morning tea, inviting a police officer to talk at a school, learning more online at www.beingsafetysmart.com.au or by watching the Foundation RED child safety DVD.

Register your participation online at www.dayfordaniel.com.au.

To download the video news release, go to
<http://medianet.ondedeadline.com.au/?page=ViewVideo&id=MNT2009101306438>

The Daniel Morcombe Foundation was established by Bruce and Denise Morcombe, parents of missing child Daniel Morcombe, in 2005. Its mission is simple - protection, safety and opportunity for children. For more information visit www.danielmorcombe.com.au.

The National Missing Persons Coordination Centre was established in 2006 to provide a coordinated approach to the response to missing persons in Australia. It's funded by the Federal Government through the Australian Federal Police. 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.

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