



CUE Center For Missing Persons

P.O. Box 12714
Wilmington, N.C. 28405
(910) 343-1131
www.ncmissingpersons.org

Contact:
Monica Caison
(910) 232-1687
cuecenter@aol.com

CUE EXPANDS NEW NATIONAL AWARENESS CAMPAIGN

Missing Persons Group Includes I AM ONE as Part of 25th Anniversary Celebration

Wilmington, N.C. — Community United Effort (CUE) is launching a new outreach channel under its I AM ONE missing persons campaign, which is designed to raise public awareness of the more than 600,000 people who are reported missing from families across the nation each year. While I AM ONE was created several years ago as a bulk mail effort, CUE is now expanding its outreach to include social media outlets as part of CUE's 25th anniversary celebration.

The new online resource will enhance the I AM ONE bulk mail program, which is particularly useful when CUE needs to target a specific area or call attention to a certain case. It's especially valuable to families who may have limited or no access to the Internet. The new social media arm of the program will expand the reach of CUE's missing persons notices by disseminating the organization's calls for action nationally and instantly.

"Through social and traditional media, we can reach billions of people immediately after we open a case, which is a critical time for gathering information," explained CUE Founder Monica Caison. "My hope is that the new I AM ONE online campaign will spread information about these cases like wildfire through social media channels, and even attract national media outlets' attention to different, less prominent cases. I AM ONE will also feature 'cold cases' in hopes of renewing interest in them, and possibly drawing out new information that will lead us to answers."

CUE is committed to featuring the stories of missing people whose cases have been overlooked, while encouraging both traditional and social media leaders to share the human side of these tragic stories. By providing a constant drumbeat of cases, CUE aims to teach the public, the media, and law enforcement that *all* missing person cases are important and deserve to be investigated more than the minimal amount.

CUE would like its outreach program to become a resource for families and loved ones of the missing, as well as media and law enforcement, joining the ranks of other prominent programs and advances CUE has seen over its 25-year history.

“When we started, there were few national missing persons organizations, and those that did exist were focused only on missing children. There was no direction for families and not enough reliable resources to help them search,” Mrs. Caison said. “Families would file a police report, go home and wait, and wring their hands in frustration and desperation.”

Since then, however, “We have seen the establishment of the Amber Alert, more trained volunteer and emergency personnel, DNA technology for identification, and media outlets beginning to tell the stories of the missing, with some leading to valuable clues, and some leading to resolution,” Mrs. Caison said. “CUE was one of the first organizations to pay attention to missing adults and to go out personally searching for them, and other organizations began to follow suit. We have seen many advancements in the last 25 years as we have become a professional and reliable resource for the missing.”

Over the last 25 years, CUE has helped more than 11,000 families and loved ones as they search for a missing loved one. CUE’s work is funded 100 percent by donations and staffed only by volunteers.

To join the I AM ONE campaign, follow our Facebook page and share the posters.
Link: [Missing Persons “I AM ONE”](#).

For details on the I AM ONE campaign:
<https://ncmissingpersons.org/i-am-one-missing-persons-awareness-campaign/>

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