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Laura Recovery Center Introduces use of QR Codes to Help Find Missing Children

When a child is abducted every second counts. Rapid and widespread distribution of information about the child is critical in working for a safe recovery, and one of the best ways to notify a community is by the use of a flyer with the child's picture and other information. Beginning today the LRC will include a QR Code on every missing child flyer – a code that can be used to help distribute that child's flyer.

A QR Code is a two dimensional bar code, but when combined with a smart phone the Code can direct the phone to a related web site. When the QR Code on an LRC flyer is scanned by a smart phone, the QR Code will direct the phone's user to a web page that can be used to e-mail and fax that missing child's flyer. Every smart phone owner can now actively participate in the battle against child predators by helping distribute information about missing children.

The use of QR Codes on LRC flyers is another way that the Laura Recovery Center is working to keep our children safe. Other resources for parents include a free on-line missing child flyer creation page at www.MyFlyer.org, a free on-line child ID page at www.MyChildID.org, and useful safety tips available by following the Twitter feed at www.twitter.com/SmartKidsATE.

The Laura Recovery Center is a nonprofit 501(c)(3) organization, that was founded in Laura Smither's memory. The Center focuses on Education, Search, and Prevention in the area of missing children, has offered free abduction prevention programs to over 200,000 children throughout the greater Houston area, worked with approximately 1,450 families with missing loved ones, and has organized 95 community searches for abducted children nationwide. The Center trains law enforcement at the Houston Police Department training academy and other agencies in Texas, and distributes educational materials and child ID kits.

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