



MEDIA RELEASE: 8th September, 2015

Hon Geoff Brock MP, Member for Frome

**Proudly Supporting *National Where's William? Week 12 – 18 September 2015*
To Help in the Search for William Tyrrell & Support Child Protection in this Community**

Every Australian knows little William Tyrrell disappeared from his Nana's home in Kendall on 12 September 2014. The NSW Police believe William could still be alive. He could be anywhere, and somebody knows where.

Where's William? Week, the initiative of William's family working in partnership with Bravehearts Inc. and endorsed by NSW Police and Crime Stoppers aims to continue to raise awareness that William is still missing while at the same time promote the importance of child protection in every community across Australia.

Geoff commends the community of Port Pirie showing their support for 'Where's William?' by joining into the "National Walk 4 William" which will be held on Saturday 12th September at 10.30am at the Port Pirie Yacht Club. This story needs to be brought to the fore front of the mind, of every Australian. To be involved meet at the Yacht Club at 10.00am, walkers are invited to wear Red & Blue or Spiderman/woman costumes and will be walking to Flinders View Park.

Ms Hetty Johnston AM, CEO and Founder of Bravehearts, and the *Where's William? Campaign* spokesperson said, "We are eternally grateful to Hon Geoff Brock, MP for his tremendous support of the *Where's William? Campaign* in raising awareness of William and emphasizing the importance of child protection in this community.

"There is no doubt that the abduction of William has cut deeply into the hearts and souls of all Australians; and no one more so than William's family who hope beyond hope that their dear little boy will be found alive and well and returned safely to the heart of his family where he belongs.

"It is not okay that children can simply disappear, that children could be harmed by adults.

"Somebody saw something. Somebody knows something and we hope that somebody will come forward with information that can help us find William and bring him home.

"Even the smallest piece of information that somebody may think is unimportant, may just be the critical missing piece in the puzzle that can help Police find out what happened to William," Ms Johnston said.

William's Daddy said, "We don't know where William might be. He could be anywhere and we hope that by raising awareness of William in every community we might prompt a memory in somebody who may have seen or heard something on the day our beautiful little boy disappeared or since.

"The more support we have across the community, the more people we can reach and the greater the chance we have of encouraging somebody to come forward with what we hope will be that vital piece of information that can help Police find William and bring him home to us where he belongs," he said.

Where's William? Week (12-18 September) will commence on the 12-month anniversary of William's disappearance and all Australian's are encouraged to raise awareness of William by displaying posters (that may be printed free by Officeworks) and flyers, holding events and collect donations to support the campaign to help bring William home.

During Where's William? Week all Australians are invited to wear William's campaign colours, red and blue, host a **'Tea 4 William Tyrrell'** at work and in communities and download and display posters and flyers and purchase Where's William? T-shirts, baseball caps and Where's William? Ribbons from www.whereswilliam.org. Merchandise will be available from 1 September 2015.

People can also participate in a **'Walk 4 William'** event that is registered with the official Where's William? Campaign by promoting awareness of William and at the same time promote child safety and protection in their own communities. Only officially registered **'Walk 4 William'** events are endorsed by William's family and the Where's William Campaign which is endorsed by NSW Police, Crime Stoppers and Bravehearts Inc.

The Where's William? Campaign is funded solely by donations and pro-bono support thanks to the generosity of individuals and organisations wanting to help William's family in their quest to find their little boy and bring him home.

People can register their participation in **'Where's William? Week'** and host a **'Tea 4 William Tyrrell'**, a **'Walk 4 William'** event or make a donation by visiting whereswilliam.org or **'Where's William Tyrrell? Bring Him Home – Official'** Facebook page.

If you have seen William or have any information relating to his disappearance, please contact Crime Stoppers now on 1800 333 000 or visit the Crime Stoppers online reporting page nsw.crimestoppers.com.au.