

Tracesmart to launch 'Searching For A Memory' blog to help locate missing people



Released on: November 21, 2008, 9:58 am

Press Release Author: [Tracesmart](#)

Industry: [Internet & Online](#)

Press Release Summary: Missing person Blog to be launched by Gill Whitley in collaboration with Tracesmart with the aim of helping reuniting people with their loved ones.

Press Release Body: Tracesmart is to launch a new website on behalf of 'Searching for a Memory', a voluntary tracing service run by Gill Whitley. The organisation is sponsored by Tracesmart, the leading online [people search](#) facility, and

consists of Gill and a team of three other tracers working from home; their aim is to help find relatives or friends for people who have no idea where to start.

Gill, the founder of the service, has been tracing families since 1998 and since then has helped thousands of people hoping to [find relatives](#). The new blog style website will allow visitors to share with Gill as she



posts her success stories, and post comments or questions live on the site allowing her to reply personally.

The blog has been created as part of the collaboration between Tracesmart and the 'Searching for a Memory' team, an alliance which began early in 2008, and has been flourishing ever since. The union was formed with the aim of becoming an exceptional team in the people search arena, mixing the experience of the research team together with Tracesmart's extensive online people search facility. Tracesmart's [Missing Person](#) campaign launched in February of this year, with the intention of raising the profile of its vast [electoral roll search](#) facility, resulted in countless enquiries and in some cases, the information offered by the person searching was very limited, consequently it became beneficial to refer the trace to Gill and her team.



Gill commented, "I started Searching for a Memory in recognition of my late mother-in-law, who had been estranged from my husband for 34 years. I found her 11 months before she died,

and thought as a tribute to her I would continue tracing to help other people find their loved ones. Over the years I would like to think I have had a great deal of success. I have used various resources during this time, but none better than Tracesmart's excellent online [address search](#) and people search facility." Gill added, "The facility makes tracing so much easier compared to the earlier days and can very easily be used by anyone."

Tracesmart's Communications Manager, Owen Roberts, commented, "The 'Searching for a Memory' website has been created by our in-house technical team to help Gill, we are very pleased to be able to facilitate and help Gill and her team because of the excellent voluntary service they provide. I anticipate many people will interact with the new website, and enquire with Gill for help with any Missing Person

search, with the hope people will also share their success stories or questions with each other on the blog."

- Gill Whitley – Gill is an experienced tracer and has successfully reunited thousands of individuals through her Searching for a Memory project. Her association with the weekly Missing and Found column is published each Saturday in the Daily Mail.
- Owen Roberts has worked in the creative, advertising and communications industries for over 25 years and is the voice of Tracesmart. Heading up the communications team, he raises the public awareness of the company through various media driven PR campaigns.

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