

Tracesmart Sponsors Adoption Agency



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In line with Tracesmart's corporate social responsibility charter, the company has aligned itself with leading adoption agency and charity, AAA-Norcap. The synergy that exists between the two organisations made the charity an obvious recipient for Tracesmart's sponsorship and support. AAA-Norcap is a specialist adoption support agency, offering those involved in adoption cases tracing assistance to [find relatives](#) and an intermediary service; it also holds the longest established UK adoption contact register.

The charity, based in Oxfordshire, was established more than 25 years ago to provide a nationwide [people search](#) service, supporting and guiding adults whose lives have been touched by adoption. Tracesmart supplies people and [address search](#) facilities – which are driven by the [electoral roll](#) and various other datasets – but is not registered to provide an intermediary service in adoption cases. However the company is occasionally approached by individuals with the need for an adoption related search, and when such tracing enquiries occur they are referred to AAA-Norcap.

Locating people lost through adoption is not a simple clear-cut procedure; it needs to be approached very carefully as the outcome of the search could have far-reaching consequences for both the searcher and the searched; good reason for Tracesmart to call on the experience of AAA-Norcap when such an enquiry arises. As part of the sponsorship program, [Tracesmart](#) will feature AAA-Norcap case studies on its website in the 'Success Stories' section, which is the home of a campaign to highlight the effectiveness of the Tracesmart online

people search facility. Stories provided by the charity can be remarkable and very moving.

Owen Roberts, Tracesmart's Communications Manager, commented, "We are very pleased and proud to be able to sponsor AAA-Norcap, who provide an invaluable service to people affected by adoption. The ongoing sponsorship will further strengthen the relationship between our two organisations, and has provided the added benefit of AAA-Norcap being able to assist a few of Tracesmart's customers too. Both organisations really do complement each other."

- 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.
- Tracesmart Ltd. - Since the launch of its website in 2004, Tracesmart Limited has established itself as one of the UK's leading providers of online people tracing tools. The online tracing facility (www.tracesmart.co.uk) combines state of the art search technology with an extensive collection of consumer data, offering one of the most powerful and successful systems to trace people in the country.

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