

People search company offer Father's Day gift



Released on: May 22, 2009, 8:17 am

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Industry: [Internet & Online](#)

Tracesmart, the online [people search](#) providers, will be joining in the Father's Day celebrations on 21st June this year, by helping families to [find relatives](#). Tracesmart are offering visitors the chance to win a £100 Marks & Spencer gift card to put towards a reunion party, if they find their missing family member using the Tracesmart database.

Last year, the company ran a hugely successful 'Missing Person' campaign, and researchers at Tracesmart were able to reunite more than one hundred individuals. A number of those who contacted Tracesmart for assistance are now in contact with their fathers or children. They will be looking forward to Father's Day this year, and spending the day together for the first time. Tracesmart's campaign will aim to raise the profile of online searches and demonstrate how simple people searches can be, as Owen Roberts, Tracesmart's Communications Manager commented,



"Here at [Tracesmart](#), we realise that some people will need extra encouragement to kick start their search. So we want to offer our full support and assistance to those people who are constantly putting off this important trace, which could change their lives."

One of the families Tracesmart recently reunited after 30 years apart was Debra and her father Daniel. Debra's parents were young when they had her and her brother, and must have found it difficult as the marriage dissolved and Debra's mother took her young family to Scotland. After years of

wondering how to find her father, Debra found Tracesmart online. Debra contacted the Missing Person campaign team and asked for help to find her father, who she had not had contact with since she was two years old. She filled out a form, and included all the information she knew about him. The initial people search found no definite results, as her father's name is not unusual. The researcher decided to find Daniel's siblings, so a [birth search](#) was conducted and a sister, Lucy, was found. It was necessary to perform a further search, using marriage records to find Lucy's married name. The contact details for Debra's aunt were then located via an [electoral roll](#) search. Debra subsequently wrote a letter to her aunt, and within days she heard a response.

The family have now been reunited and Debra says "I love being able to talk to my Dad now, and he is glad that I found him, so thank you Tracesmart, as I couldn't have done it without you."

The Father's Day campaign kicks off on Thursday 21st of May, with the winner of the £100 Marks and Spencer gift card being chosen on Wednesday 17th June and the result being announced the following day.

Please be aware that the names of the people mentioned in this story have been changed at their request.

About Tracesmart

- **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 public awareness of the company through various media driven PR campaigns.
- **Tracesmart Limited** - 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. www.tracesmart.co.uk combines state of the art search technology with an extensive collection of consumer data, providing one of the most powerful and successful systems to trace people.

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