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Project Home Again Distributes 9,000th Missing Child Poster

MSCA Community Service Program Making a Difference

Rockville, Md. -- Project Home Again®, a community service program of the Mechanical Service Contractors of America (MSCA), announced today that it has distributed its 9,000th missing child poster since the program began in 1998. This milestone comes just days before the observation of National Missing Children's Day on May 25.

Through the program, more than 200 MSCA contractor members nationwide purchase and display magnetic posters of missing local children on their service vehicles. As their vehicles travel around their communities the posters are highly visible, increase awareness of the missing child, and enhance the likelihood that he or she will be found. MSCA's partner, the National Center for Missing and Exploited Children (NCMEC), provides MSCA with the biographical information of the missing children for the posters as well as contact information. Over 300 of the 548 children portrayed on the Project Home Again posters have been found.

"MSCA's Project Home Again remains as committed to finding missing children throughout the United States as we did when we started the program 13 years ago," said MSCA Executive Director Barbara Dolim. "Our contractor members have been extremely generous in their support of the program and take pride in helping families in their community reunite with their loved ones. In fact, some of our Project Home Again contractors have received phone calls from the families of missing children, thanking them for their assistance."

Project Home Again has been nationally recognized for its role in raising awareness about the search for missing children. It received two national awards in 2001 from the American Society of Association Executives for being "a program that truly embodies the spirit of the Association's Advance America campaign." In addition, in 2007, the program was featured on NBC Nightly News in a "Making a Difference" segment. The segment portrayed a participating MSCA contractor in Louisville, Ky., and showed how the company's participation in the program is making an impact in their community.

May 25 was proclaimed National Missing Children's Day by President Ronald Reagan in 1983. It marks the anniversary of the day in 1979 when six-year-old Etan Patz disappeared from a New York street corner. Etan was the first missing child to be featured on the back of a milk container. He remains missing but continues to serve as a symbol of the importance of child safety.

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NCMEC estimates that in the United States, approximately 800,000 children are reported missing annually -- more than 2,000 children each day. Of that number, 200,000 are abducted by family members, and 58,000 are abducted by non-family members.

For more information about Project Home Again visit www.projecthomeagain.com. If you have information to report on a missing child, please visit the NCMEC web site, www.missingkids.com, for contact details.

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About MSCA

MSCA is the leading national trade association for HVACR contractors, providing education, marketing, and labor/management services to assure its members deliver quality performance, value and expertise for all building system needs. MSCA contractors perform service, maintenance, replacement, retrofit, and repair work resulting in enhanced reliability, tenant satisfaction, and efficiency. MSCA's contractor qualification program, MSCA STAR, recognizes contractors that have met the highest standards of excellence in the industry and employ highly skilled UA STAR certified technicians. MSCA has more than 1,400 member companies and is a subsidiary of the Mechanical Contractors Association of America. For more information, logon to http://www.msca.org/.