

MEDIA ADVISORY – DIGONEX PROVIDES “HIDE AND SEEK” SONG --  
DOWNLOAD BENEFITS NATIONAL CENTER FOR MISSING & EXPLOITED  
CHILDREN

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For additional information and to download the PSA and Podcast, visit:  
[http://www.hideandseekdonate.com/Hide\\_and\\_Seek\\_additional\\_info.pdf](http://www.hideandseekdonate.com/Hide_and_Seek_additional_info.pdf)

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**PROCEEDS FROM NEW MUSIC SINGLE BENEFIT THE  
NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN**

**INDIANAPOLIS, IN** – A newly released song “Hide and Seek” uses the metaphor of a child’s game to describe the upside-down reality of a missing child, yearning to be found by his or her mother. According to the U.S. Department of Justice, an average of 2,100 children are reported missing every day; thankfully the large majority of these children are recovered. Nevertheless, a missing child can be an emotional nightmare for the child’s family and friends.

The single will be released January 17 and can be downloaded through April 30, at [www.hideandseekdonate.com](http://www.hideandseekdonate.com). Every time the song is downloaded, 25 percent of the 99-cent download will be donated to the National Center for Missing & Exploited Children (NCMEC) to help continue its mission of finding missing children and preventing child sexual exploitation. Digonex Technologies, Inc., the Digital Media Association, Avanade Inc. and M-30 Communications are working together to raise funds for NCMEC and increase awareness for the plight of missing children.

“The proceeds from the song download help NCMEC to continue our efforts to reunite missing children with their families and prevent child sexual exploitation,” said Ernie Allen, president and CEO of NCMEC.

Last Spring Jan Eglen, CEO and president of the Indianapolis-based Digonex Technologies, was riveted by the highly-publicized Florida abductions and felt compelled to do something to help. Spurred on by mail from Amy Elliott of Oklahoma City who wanted to do something similar, the “Hide and Seek” initiative was formed, and Cindi Clark was asked to write the song. MusicRebellion.com, a subsidiary of Digonex, provided the production manpower to launch the song as a digital download. Eglen also invited DiMA, Avanade and M-30 Communications to join the initiative.

“Through this song we are providing funds to assist the National Center for Missing & Exploited Children in the search for missing children,” said Eglen, “but this song also serves as opportunity to raise awareness about missing children.” Eglen has seen the impact on children first hand. As a licensed psychologist he has conducted more than 1,000 child abuse evaluations. “Mitigating the early window of opportunity (time) is significant so resources are in place to get the child back to safety as soon as possible. Professionals know the three-hour period that elapses after a child is reported missing is a critical time period. This song says so much, it all culminates in the final line of the song, *Please don’t give up seeking until we’re found.*”

As the song took shape, Michael Wanchic, vice president of Digital Media at Digonex, presented the demo to Grammy award-winning vocalist Sylvia McNair. She immediately embraced the cause and the lyrics with the deep concern and hopefulness needed from a mother’s voice. Noelle Wanchic, Michael’s daughter and an accomplished singer, provided the vocal sweetness of the daughter longing to be found, pleading for her mother to never give up looking. Wanchic produced the song and Mark Hood co-produced the song in association with Echo Park Studios in Bloomington, IN.

**A coalition of supporters are providing assistance to the Hide and Seek initiative to promote the song and these efforts:**

- **Digonex Technologies Inc./MusicRebellion.Com** coordinated the efforts to produce and promote the song, provide it as a download and forward funds to the NCMEC.
- **Members of the Digital Media Association** are promoting the song through their digital music services.
- **Avanade**, a leading global technology integrator and joint venture of Accenture and Microsoft, is providing assistance with technical aspects of the campaign and the use of technology to help inform the public about the Hide and Seek initiative.
- **M-30 Communications**, based in Toronto, Canada, developed a 30-second PSA featuring the music and a video to complement iPod and other video applications.

**About the National Center for Missing & Exploited Children**

NCMEC is a 501(c)(3) nonprofit organization that works in cooperation with the U.S. Department of Justice's Office of Juvenile Justice and Delinquency Prevention. NCMEC's congressionally mandated CyberTipline, a reporting mechanism for child sexual exploitation, has handled more than 350,000 leads. Since its establishment in 1984, NCMEC has assisted law enforcement with more than 111,000 missing child cases, resulting in the recovery of more than 96,500 children. For more information about NCMEC, call its toll-free, 24-hour hotline at 1-800-THE-LOST or visit [www.missingkids.com](http://www.missingkids.com).

Download “Hide and Seek” at [www.stores.ebay.com/musicrebellion](http://www.stores.ebay.com/musicrebellion) or  
[www.hideandseekdonate.com](http://www.hideandseekdonate.com).

Every time the song is downloaded between now and April 30, 2006, the net  
proceeds will be donated to the National Center for Missing & Exploited Children  
(NCMEC) [www.missingkids.com](http://www.missingkids.com).

### **Hide and Seek (lyrics)**

Songwriter: Cindi Clark  
Producer: Michael Wanchic  
Co-producer: Mark Hood  
Vocalists: Sylvia McNair, Noelle Wanchic

#### Daughter

Hide and Seek was so much fun yesterday  
Trying not to move or make a sound  
Should I try to run for home or should I stay  
Wondering when I will be found  
But now I'm being hidden from the ones I love  
Worries in my mind spinning round and round  
Whispering my fears and prayers to god above  
Please don't give up seeking till I'm found

#### Mother

Spent the whole night crying tears of hopelessness  
Searching everywhere you might have been  
Weary from the worry but I will not rest  
Lord be with me as I search again

And oh.

I pray that god will keep you safe from harm  
I know  
That soon you will be right here in my arms

#### Daughter

Hide and seek was so much fun yesterday

#### Mother

How I long for yesterday

#### Daughter

Trying not to move or make a sound

#### Mother

Your laughter in my ears

#### Daughter

How I long to run for home, but there's no way

#### Mother

Lord, please make a way

#### Daughter

Wondering when I will be found

#### Mother

You will be found

#### Daughter

Please don't give up seeking till I'm found

#### Mother

I'll never give up seeking

#### Together

Please don't give up seeking till we're found

**Hide and Seek Initiative Resources:**

National Center for Missing & Exploited Children (NCMEC)  
Communications Department  
[www.missingkids.com](http://www.missingkids.com)  
[media@ncmec.org](mailto:media@ncmec.org)  
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[www.stores.ebay.com/musicrebellion](http://www.stores.ebay.com/musicrebellion)  
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Note: Jan Eglen, Ph.D., ABPP, is a licensed psychologist and earlier in his career conducted more than 1000 child abuse evaluations and was an expert witness in 70 legal proceedings.

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## **Child Advocate Spokesperson reviews “Hide and Seek”**

Nancy Faulkner, Ph.D.  
Past National President, Safeguarding our Children—United Mothers  
Former board member of P.A.R.E.N.T.  
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Dr. Faulkner, a noted expert in victimization and perpetration, has for the past 20 years been an advocate for abduction and abuse victims and their families. Her website, Pandora’s Box: The Secrecy of Child Abuse, <[www.prevent-abuse-now.com](http://www.prevent-abuse-now.com)> is one of the largest visited child advocacy Web sites. She is a colleague of Jan Eglen and supports efforts to help prevent abductions.

Based in Terre Haute, IN, Dr. Faulkner describes her commitment to protecting children as coming “from the tears and pain” of the many victims with whom she’s worked.

### **Dr. Faulkner’s review of the song “Hide and Seek”**

**“‘Hide and Seek’ -- a melody with compelling lyrics, strikes at the heart of child abduction: ‘please don’t give up seeking till I’m found.’ This song tugs at the soul of every parent who fears the sudden disappearance of a child. For some, it may be initially difficult to listen to this strong message, but we must be reminded of these outrageous crimes against children. Rapid alerts, swift action, and the vigilance of an informed public are likely to be our best chance at saving these powerless victims from crimes too horrendous for the mind to grasp. ‘Hide and Seek’ is an outstanding project, mastered and coordinated by Jan Eglen to raise money for assisting in the rapid recovery of abducted children!”**

Child abduction can take many forms, with the perpetrator being a stranger, friend of the family, neighbor, imprisoned and released sex offender, or even a parent. In 1999, Dr. Faulkner authored a report to the UN Convention on Child Rights, “Parental Child Abduction is Child Abuse” -- a document that has been used worldwide in cases of parental child abduction.

*Note: If you would like to interview Dr. Faulkner about this topic and other related child safety issues, please contact her at [nancyfaulkner@iquest.net](mailto:nancyfaulkner@iquest.net)*

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