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National AMBER Alert Awareness Day

(ANCHORAGE, Alaska) — Today Alaska joins all the other states in the union in recognizing National AMBER Alert Awareness Day. It is a day to recognize the collaborative efforts and successes of the AMBER Alert program across the nation.

The Alaska AMBER Alert is a voluntary partnership between law enforcement agencies and broadcasters to activate an urgent bulletin in the most serious child-abduction cases. Since its implementation, an Alaska AMBER Alert has not been activated.

Broadcasters use the Emergency Alert System (EAS) to air a description of the abducted child and suspected abductor. This is the same concept used during severe weather emergencies. The goal of Alaska AMBER Alert is to instantly galvanize the entire state to assist in the search for and safe return of the child.

In the event of an actual AMBER Alert, the AMBER Alert website will have updated information on the incident. The website is <http://amberalert.alaska.gov/>

Individuals can help to commemorate the day by signing up for wireless AMBER alerts through their mobile phone provider. To sign up for email notifications when an AMBER alert activates, go <http://amberalert.alaska.gov/>

