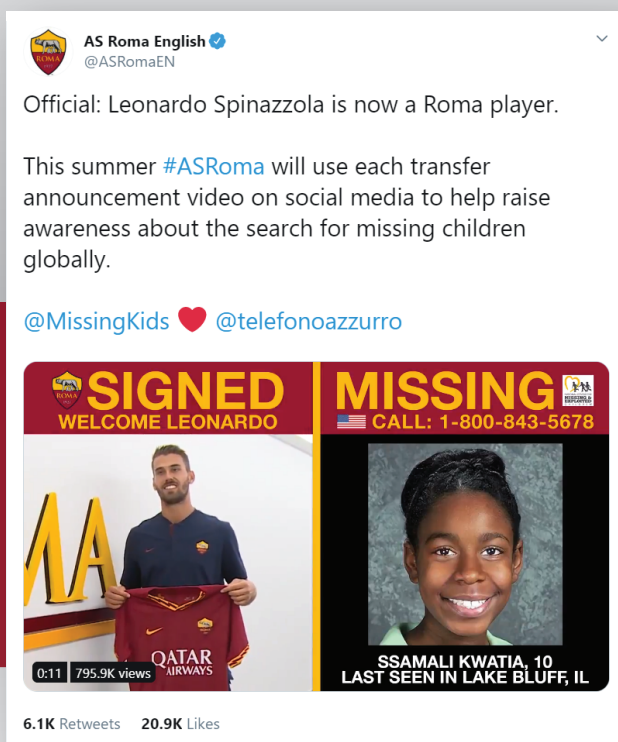


FOOTBALL FOR GOOD

A social media campaign
finding missing children

2019



72 videos featuring
109 missing children in
12 countries

11 MILLION+
video views

6 CHILDREN FOUND



International Centre
FOR MISSING & EXPLOITED CHILDREN