

# Tracesmart joins forces with Searching for a Memory



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**Press Release Summary: To support their invaluable family tracing service leading People Search Engine Tracesmart teams up with leading tracing service headed by Gill Withey.**

Press Release Body: Tracesmart is pleased to announce its recent alliance with 'Searching for a Memory', the voluntary tracing service associated with the Daily Mail's weekly column, 'Missing and Found'. The organisation was launched early in 1998, to assist those trying to [find relatives](#) or loved ones and with the support of Gillian Whitley and her team of researchers, it has since helped thousands of individuals to find missing people. A new website is at the design stage and will soon be launched, aiming to attract even more visitors trying to find their relatives.



The founder of 'Searching for a Memory', Gillian Whitley, has joined forces with [Tracesmart](#) to become a formidable team in the family research arena. Together they aim to raise the profile of people tracing using the [electoral roll](#) and other search facilities

found on the Tracesmart website. Whitley says "I started Searching for a Memory in memory of my late mother-in-law, who had been estranged from my husband for 34 years. I found her 11 months

before she died, and thought as a tribute to her I would continue tracing to help other people find their loved ones. Over the years I would like to think I have had a great deal of success. I have used various resources during this time, and through a recommendation from a friend, began to use Tracesmart for their excellent [address search](#) facility, there is no better search facility available online"

Tracesmart's [people search](#) engine holds 90 million personal profiles, and have recently added a further 1.7m dates of birth to the database which further enhances the simplicity of a people search. Tracesmart's Communications Manager, Owen Roberts, commented, "Due to the synergy that exists, our relationship has flourished over the past 6 months, and Tracesmart are proud to be sponsoring such a worthy voluntary tracing service. The team that Gill leads is dedicated to assisting those who contact them hoping to find their missing person. Together with their knowledge of family history and unlimited access to Tracesmart's services and products Gill and her team will be able to facilitate even more people"

- Gill Whitley – Gill is an experienced tracer and has successfully reunited thousands of individuals through her Searching for a Memory project. Her association with the weekly Missing and Found column is published each Saturday in the Daily Mail.
- 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 the public awareness of the company through various media driven PR campaigns.

**Web Site:** <http://www.tracesmart.co.uk/>

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Photo's available on request.