

# People Search Company Employee Heads To Africa To Aid Charity



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[Tracesmart](#) this week sees one of its employees travelling to Africa to help the South Wales charity, The SAFE Foundation. Louise Hewlett, Tracesmart's Communications Executive will head out to Uganda on a fact-finding mission to help progress SAFE's volunteer project, a new initiative for professional or like-minded people that are keen to get involved in third-world projects.

Just before embarking on her long journey, Louise Hewlett commented on her trip, "This is my first time in Africa, it's taken a long time to organise, but it's great that we will soon be in Uganda. The plight of these African children is incredible and shocking at times; it'll be good to see where exactly the money we have raised is invested and to be able to further research the new volunteer initiative we have launched. I'm looking forward to an exciting and rewarding trip."

Louise has worked at Tracesmart for nearly 4 years where she has helped raise the company's profile via numerous media activities. Tracesmart's primary activity in the consumer market is to provide an intuitive online facility to [find relatives](#) and friends, offering in addition, a powerful name and [address search](#) service utilising the [electoral roll](#) at the principal data source. Since its launch [www.tracesmart.co.uk](#) has grown to become one of the UK's leading web based people tracing portals.

SAFE, an acronym for Support, Aid, Fun and Education, was founded in 2005 to assist in the provision of grants and materials that could contribute to poverty relief in developing third world countries and more specifically support remote or smaller projects, often, unable to access mainstream relief funding. Louise, in her spare time, has been actively involved with the aid organisation for over four years and introduced SAFE to Mike Trezise, the [people search](#) company's Managing Director. The charity has since become one of Tracesmart's charity of choice, as part of its corporate social responsibility program.

Tracesmart's Communications Manager, Owen Roberts remarked, "It's of no surprise that Louise devotes so much of her spare time with SAFE and is very vocal and passionate about the charity. It's a great, noteworthy cause that we at Tracesmart are happy and proud to support. We wish Louise well on her travels and every success for the project."

For those who wish to find out more about The SAFE Foundation and its projects, or perhaps make a donation, you can visit [The Safe Foundation](#)

### **About Tracesmart:**

- Louise Hewlett is the driving force behind Tracesmart's Success Story campaign and has been working in the field of tracing and communications for nearly 4 years. Louise has previously appeared on BBC's Missing Live programme to discuss tracing and successful reunions.
- 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.
- Tracesmart Ltd - Since the launch of its website in 2004 Tracesmart Limited has established itself as one of the UK's leading providers of online people tracing tools. [www.tracesmart.co.uk](http://www.tracesmart.co.uk) combines state of the art search technology with an extensive collection of consumer data, providing one of the most powerful and successful systems to trace people.

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