

On the 3rd May 2007, 3 yr old Madeleine McCann was abducted from the Ocean Club in Praia da Luz, since then, despite extensive enquiries Madeleine is still missing.

It is almost two years since Madeleine McCann disappeared and there is good reason to believe that she is still alive. Madeleine's family and friends will never give up hope.

At the time of Madeleine's disappearance the emphasis was placed more on international appeals and it has been recognised that the local Portuguese residents of Praia da Luz and the surrounding areas have never been properly asked about information they may have to give.

The purpose of the current campaign is to do just that; ask the local Portuguese residents for information to help to find Madeleine.

Experience shows that the crucial answers are in the immediate vicinity, someone in the area could almost certainly have the vital information that could help Madeleine's return to her family, or a combination of people all coming forward with a single piece of information could piece together vital clues which could solve the disappearance.

Experience also shows that people almost always confide in someone else. Someone in Praia da Luz may have been given information that should be passed on and now is the perfect opportunity to do just that, if anyone has information of any kind, do the right thing and pass it on so that Madeleine McCann can go home.

The campaign is about finding Madeleine. Her family hope and believe that local residents can be a very real help. It goes without saying that they would forever be indebted to anyone who had that vital piece of information.

Over the next couple of weeks in the Lagos and Luz areas residents will see posters, billboards and advertisements, leaflets will be distributed in towns and local markets and there will also be a mailing sent to local homes appealing for help.

It should be stressed that any information given will be treated with the utmost confidence. Information can be given anonymously by telephone, email, text and freepost.