



Providing an  
**Equal Opportunity**  
for All Missing Persons

**FOR IMMEDIATE RELEASE**  
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**BLACK AND MISSING FOUNDATION COMMENDS ISSA RAE AND HBO FOR UTILIZING INSECURE'S STORYLINE 'LOOKING FOR LATOYA' TO INFORM AND EXPLORE MEDIA BIAS IN COVERAGE OF MISSING WOMEN/INDIVIDUALS OF COLOR**

Thank you label Raedio, HBO and Tenderfoot TV for your support in the movement to help us find us!

This season of HBO's Insecure highlighted the lack of attention of a missing Black woman by mainstream media and law enforcement in the parody 'Looking for LaToya'. For 12 years, we have been sounding the alarm on the plight of missing black and brown women as well as men and children across the country.

We have supported, opened doors and not restricted access to help for thousands of families searching for their missing loved ones.

We believe that every missing person, regardless of age, race, mental ability, or circumstance, deserve awareness. A voice must be provided for the missing "Latoya's" in our communities such as **Keeshae Jacobs** of Richmond, VA, **Akia Eggleston** of Baltimore, MD, **Tyarra Williams** of Greensboro, NC, **Relisha Rudd** of Washington, DC and the countless others who remain missing.

Everyone - media, law enforcement and the community - play a vital role in helping us find our missing and must continue to advocate for this voiceless group utilizing all platforms.

#HelpUsFindUs

***About Black and Missing Foundation Inc.:***

*Black and Missing Foundation, Inc (www.bamfi.org) is a 501 (c) (3) non-profit organization founded by a veteran law enforcement official and public relations/media relations expert, whose mission is to bring awareness to missing persons of color; provide vital resources and tools to missing person's families and friends; and to provide educational training on personal safety. BAM FI offers a free clearinghouse, which highlights profiles and information on missing persons of color, nationally. Profiles of missing individuals, throughout the nation, as well as news, information, and tips, can be found at BAMFI's Web site: [www.bamfi.org](http://www.bamfi.org), Twitter: @BAM\_FI, Facebook: [www.facebook.com/bamfiorg](http://www.facebook.com/bamfiorg), and Instagram: [blackandmissingfdn](https://www.instagram.com/blackandmissingfdn).*

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