INDIGO ALERT CANADA

Media Fact Sheet — for reporters, editors, and producers

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WHAT IS INDIGO ALERT CANADA?

Indigo Alert Canada is an independent community campaign advocating for a new emergency alert category for vulnerable missing people of any age. It is not affiliated with any provincial or federal government, with the AMBER Alert program or Alert Ready, or with the Missing Children Society of Canada.

Canada's Amber Alert only activates when there is evidence of abduction. It was never designed to cover a non-verbal autistic child, or an older adult with dementia, who wanders off with no suspect and no evidence of a crime. The campaign asks every province and territory to close that gap with an "Indigo Alert": a new alert category triggered by a missing person's vulnerability, not by suspected abduction.

KEY FACTS

49%
of children with autism have eloped or wandered at least once after age 4, per a 2012 Kennedy Krieger Institute study in Pediatrics

0 of 13
provinces and territories currently have an alert category for this specific gap

18,000+
signatures on the founding Change.org petition as of July 2026

7 of 13
provinces and territories have a working "find your representative" tool live on the campaign site

THE ASK

Create a new "Indigo Alert" or similar "At Risk" alert category, triggered by a missing person's vulnerability rather than suspected abduction. Like the Amber Alert, it should use clear, narrow activation criteria to avoid alert fatigue — the goal is a small number of alerts the public takes seriously, not a blanket trigger. This does not replace the Amber Alert; it closes a gap the Amber Alert was never designed to cover.

In Canada, alert broadcasting infrastructure is coordinated nationally, but the authority to define alert categories and issue an alert sits with each province and territory individually. There is no single federal law that can create this alert everywhere at once — it must be won legislature by legislature.

ORIGIN OF THE CAMPAIGN

The campaign began in Calgary, Alberta, with Jennifer Ball, a mother of a non-verbal autistic child. It gained urgency after an 11-year-old non-verbal autistic boy, Parker Wells, went missing from a Calgary day home in July 2026. Global News reported that no Amber Alert was issued in the first two days of the search; Ball told the Calgary Herald that an exception was made to send one out on July 18, but "the time it took to reach the community was detrimental." Ball's petition and advocacy work sparked national attention and grew into a province-by-province campaign to close the gap she identified.

On July 25, 2026, Alberta Premier Danielle Smith publicly committed, on the radio program *Your Province. Your Premier.*, to revisiting alert criteria this fall.