



# Champlin Police Department

*"We Serve Because We Care"*

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**FOR IMMEDIATE RELEASE**

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## **BILLBOARD CAMPAIGN AND \$5,000 REWARD ANNOUNCED IN 25-YEAR-OLD MISSING PERSON CASE**

*Champlin Resident Georgia Smith Missing Since June 30, 1999*

**Champlin, MN** – The City of Champlin, in partnership with *The Champlin Project* and Outfront Media, has announced a new billboard campaign and reward in the 25-year-old missing person case of Georgia Smith.

Throughout September, digital billboards across the Twin Cities will display “Find Georgia” messages as part of an ad campaign donated by Outfront Media, aiming to generate new leads in the search for the Champlin resident who disappeared on June 30, 1999. In addition, *The Champlin Project*, a local podcast, is offering a \$5,000 reward for information leading to the location of Georgia Smith.

The case has drawn national attention over the years, including coverage by *The Deck*, a popular true crime podcast hosted by Ashley Flowers. In 2022, *The Deck* dedicated a full episode titled “Eight of Hearts” to Smith’s disappearance. In 2023, *Adventures with Purpose*, a national nonprofit organization specializing in missing person cases, searched several water bodies and covered Georgia Smith’s disappearance, though unsuccessful.

“Just because a case is cold does not mean it is forgotten,” said Champlin Police Chief Glen Schneider. “The police department continues to provide resources to this case and reviews it periodically, with a fresh set of eyes to look for new evidence or develop a different

theory, which is helpful. This disappearance was new when I started in December of the year she went missing, and I have carried it with me all these years. I remain dedicated to seeking the truth. Georgia is not forgotten, and we will not stop working to find her."

"We are grateful to the Champlin Police Department and our partners who remain committed to bringing closure to families of missing persons," said Champlin Mayor Ryan Sabas. "It takes persistence, compassion, and collaboration to keep these cases active in the public eye, and Georgia's story deserves to be told until answers are found."

For more on this case, listen to *The Champlin Project* or *The Deck* podcast episodes on Georgia Smith. Anyone with information is urged to contact the Champlin Police Department at (763) 421-2971.



A black and white portrait of a woman with short, curly hair, smiling. She is wearing a necklace.

MISSING: 6/30/1999  
CHAMPLIN, MN

**\$5,000 REWARD**  
CONTACT CHAMPLIN POLICE  
(763)421-2971

**HELP BRING  
GEORGIA SMITH  
HOME**

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The logo is identical to the one above, featuring the text "THE CHAMPLIN PROJECT" and a bridge over water.