



## Crime Stoppers to Announce Launch of Social Networking Campaign to Catch Criminals

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Crime Stoppers**

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On Thursday, February 25 at **10:00 am** at the **San Diego County Sheriff's Department Headquarters, located at 9621 Ridgehaven Court in San Diego**, Crime Stoppers, the San Diego Sheriff's Department, the San Diego Police Department, and Sempra Energy will announce a new social networking campaign that will provide real-time information to San Diegan about public safety, wanted fugitives and suspects, and other Crime Stoppers activities. Sempra Energy has donated money for the project.

For the past 25 years, Crime Stoppers has partnered with the media to publicize unsolved felony crime. In that time, nearly 3,900 felony crimes have been solved through tips to Crime Stoppers including 105 homicides.

Through Twitter, Facebook, Nixle, and a blog, Crime Stoppers will be pushing out information on unsolved cases directly to the public. Crime Stoppers is also launching a new website and a new logo tomorrow.

In 2008, Crime Stoppers added anonymous text and web tip technology and since that time, positive tips to Crime Stoppers has increased by nearly 25%. We expect that the social networking campaign will also increase tips, getting wanted criminals off the streets.

As always, a reward of up to \$1,000 is available for any tip leading to an arrest on a felony crime in San Diego County. Crime Stoppers' staff is available 24-hours a day 7-days a week to take phone, text, and web tips in English and Spanish.

As a result of Sempra Energy's support, Crime Stoppers has been able to dedicate the time and resources to develop and maintain these new activities.

Sheriff Gore and Assistant Chief Shelley Zimmerman from SDPD will be available to provide information on the role Crime Stoppers plays in the local public safety network. Representatives from Crime Stoppers and Sempra Energy will also speak at the press conference.

For information about the press conference, please call Crime Stoppers Executive Director Sally Cox at (858) 603-9810.