



CRIME STOPPERS

of Flint & Genesee County | 1-800-422-JAIL

Flint Crime Stoppers First in U.S. With OUTFRONT Media to Utilize Geo-Fencing for Case Awareness

September 19, 2019, Flint, MI — The future is now, and Crime Stoppers of Flint & Genesee County is taking advantage of technology to get eyes on more cases.

Currently, Crime Stoppers utilizes billboards in the vicinity of where a crime happened in hopes of bolstering the chance of someone coming forward with information that leads to an arrest. Now with the help of geo-fencing, the organization is hoping to get even more credible tips.

“We are excited to announce that we are the first Crime Stoppers program in the country to implement geo-fencing with OUTFRONT Media,” said Julie Lopez, Director of Crime Stoppers of Flint and Genesee County. “We are hoping to increase credible tips on crimes that are happening on Flint’s north side.”

The geo-fencing launched Monday, September 16 and will target a two-mile radius of where the crime took place. This will help get around 50,000 eyes on the unsolved crime in the span of a month.

“We’re thrilled we can use our resources to help solve crimes and work to ensure safety moving forward in the local community,” said Adam Brozo, Flint General Manager of OUTFRONT Media. “This campaign showcases another way our Mobile products can be used to benefit the public, and is a tool we hope to get additional programs involved with in the future.”

Here’s how it works.

If a person is on their mobile device in the targeted area and on an app or website connected to Outfront Media, they will see a banner ad within the app at the bottom of their device. This ad will be directly connected to the unsolved case from that specific targeted area.

When the person clicks on the ad, they are taken to a landing page with all of the information related to this specific crime. If they have information on this crime, they can click a button that will allow them to leave the tip anonymously.

“Rest assured, when someone clicks the button to submit a tip, it will take them to our anonymous site where there is no tracking of IP addresses or phone numbers,” Lopez said. “It’s completely anonymous.”

The Crime Stoppers work in north Flint is possible thanks to the Ruth Mott Foundation grant implemented through June 2020.

###

The mission of Crime Stoppers is to partner with law enforcement, the media, and the community to help solve and prevent crime. It is an avenue for citizens to get information to law enforcement anonymously. Crime Stoppers of Flint & Genesee County is a 501c3, non-profit organization.