



CRIME STOPPERS

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

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Crime Stoppers of Flint & Genesee County Receives International Award

November 29, 2021, Flint, MI – Crime Stoppers of Flint & Genesee County has received the prestigious 2021 Crime Stoppers International Digital Media Award for its innovative use of advertising technology to help solve local crimes.

Crime Stoppers International is a global, non-profit organization representing seven regions around the world committed to supporting law enforcement efforts to prevent and solve crime by mobilizing citizens to anonymously share information about crime and suspected illegal activity.

The Digital Media Award is based on specific calls to action and the level of community engagement achieved through these initiatives, such as news reports, public service announcements, or Crime of the Week. Crime Stoppers of Flint & Genesee County received the award in the category for programs serving 300,001 to 1 million people.

Crime Stoppers of Flint & Genesee County's initiative submission included the innovative and state-of-the-art technology of a Mobile Network using geo-fencing, a location-based advertising service, paired with public service announcements. Flint & Genesee County was the first Crime Stoppers program in the country to utilize a Mobile Advertising Network through OUTFRONT.

In 2020, more than one million impressions were delivered to mobile devices in targeted areas. These impressions highlighted unsolved cases and informational public service announcements.

Crime Stoppers Director Julie Lopez says, "We are thrilled to have received this award! Our partnership with OUTFRONT has been instrumental in bringing awareness to the community through billboards and now through mobile devices."

The implementation of Mobile Advertising was made possible with funding and support from the Ruth Mott Foundation for the North Flint Project, corporate and individual sponsors, and Hamilton Community Health Network's Illuminating Community Change Safety Project.

Lopez also recognizes and appreciates the in-kind support from local media, "Taping, editing, and highlighting public service announcements educates the community about the program, how it works, and what crimes remain unsolved."

The mission of Crime Stoppers is to partner with law enforcement, the media, and the community to help prevent and solve crime. With our Board of Directors and all of our community partners, we are making a difference by working together!

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The mission of Crime Stoppers is to partner with law enforcement, the media, and the community to help prevent and solve 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.