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FOR IMMEDIATE RELEASE

**CRIMESTOPPERS IMPLEMENTS A NEW GUN REWARD CAMPAIGN:
*ONE GUN, ONE CRIME, ADD ONE GRAND***

To help curb the prevalence of gun related crimes in the Greater New Orleans area, Crimestoppers launches a new reward program.

Crimestoppers today will begin a new reward program targeting crime guns used in shootings, attempted homicides and homicides and/or felons in possession of a firearm. Citizens who have information on a suspect who has committed a shooting and the location of the weapon used in the crime will now be eligible for an **additional \$1000** added to their Crimestoppers reward. For example:

Homicide Suspect = \$2500
New Gun Reward + \$1,000
Total: \$3,500 (New Reward)

Plus

Call in location of a Felon in possession of a firearm = \$1,000 (New Reward)

Give us the gun (only) linked to a shooting or a homicide = \$1,000 (New Reward)

The caller must state what crime the gun was used in and the location of the gun. Once the gun is retrieved by law enforcement and positively matched to the crime, the caller is eligible for the reward.

Total reward will be paid on arrest and indictment. Callers **MUST** contact Crimestoppers to be eligible for this reward.

It is important to note that this is not a gun buy back program. In a gun buy back program, citizens can drop off guns to a designated site and receive a small cash payment. The guns are dropped off, and there is often no link to a crime.

This program is based on the use of the gun as evidence. Its purpose is to gather these crime guns as a means to help law enforcement in the investigative process. Weapons will not be delivered to Crimestoppers. Callers must provide the location of the weapon if at a crime scene. If they would like to turn in a gun, they must go the police/sheriff district office. They should call Crimestoppers first to notify us about the gun and then we will notify law enforcement of the intent to turn in the weapon. Of course, if a weapon is turned into law enforcement directly, we can not guarantee that person's anonymity.

Television, radio and out door advertising will be used to promote this campaign. Individuals or businesses who would like to place a gun reward poster in their business can contact the Crimestoppers office to receive a copy. Law enforcement will also be given fliers to circulate on the new reward program at crime scenes.

This program has been successful in other cities, and we hope it will be yet another tool for Crimestoppers and citizens to help pass along information anonymously to law enforcement and to assist in their efforts to fight crime.

