

**Media Contact:**

Renee LeBouef

Gambel Communications

(o) 504-324-4242 | (c) 985-691-2103

renee@gambelpr.com

**For Immediate Release**

**\*\*\*Media Alert\*\*\*PHOTO-OPP\*\*\***

**Crimestoppers GNO and Law Enforcement Urge Residents to “Lock It or Lose It”**

*New campaign sheds light on the ease of preventing a common crime, saving lives*

**WHAT:** Crimestoppers of Greater New Orleans, joined by the Sheriffs and Chiefs of its partnering agencies, launches its new public awareness campaign aimed at preventing car break-ins and theft throughout the region – particularly as the Mardi Gras Season ramps up. The campaign raises awareness surrounding vehicle break-ins, urging citizens to lock their vehicles and conceal items left inside. A special emphasis on preventing gun crimes and the weapons stolen during car break-ins will be discussed.

Last year, nearly 70% of unlawful vehicle break-ins throughout Greater New Orleans were into unlocked vehicles, marking a highly preventable crime of opportunity. To demonstrate simple ways to hide your items and offer tips for keeping things safe, officers from several surrounding parishes will be on-hand.

**WHEN: Tuesday, January 23, 2018**

10:45 a.m.

**WHERE: Crimestoppers of Greater New Orleans**

3300 Metairie Road, JPSO Emergency Command Center

Metairie, Louisiana 70001

**WHY:** Over 6,300 car burglaries occurred throughout Greater New Orleans in 2017, as reported by law enforcement. Crimestoppers GNO urges all New Orleans citizens (and beyond) to “Lock it or Lose it.” As another Carnival season takes over, it is up to individuals to make wise decisions and avert easily preventable crime.

*Crimestoppers is a nonprofit organization whose primary goal is to provide citizens with a way to assist law enforcement to apprehend criminals and to make the community a safer place to live. For more information, please visit* [*https://www.crimestoppersgno.org/*](https://www.crimestoppersgno.org/) *and follow the organization on* [*Facebook*](https://www.facebook.com/CrimestoppersGNO) *and* [*Twitter*](https://twitter.com/crimestoppergno)*. To report a crime, dial 504-822-1111. Concerned citizens may also submit an anonymous tip here:* [*https://www.p3tips.com/tipform.aspx?ID=351*](https://www.p3tips.com/tipform.aspx?ID=351)

***###***