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**ROCHESTER AREA
CRIMESTOPPERS****www.roccrimestoppers.com**

FOR IMMEDIATE RELEASE

CRIME STOPPERS FUNDRAISER IS GOING MOBILE Text CODEGIVE to 50555 and Donate Today!

Rochester, New York, March 28, 2017: Rochester Area Crime Stoppers is launching a new Text-to-Donate Social Media Campaign fundraiser with the hope of raising \$25K.

“Social media is the number one non-profit fundraising method and we’re excited to get on board,” said Chairperson Paul Hawkins. “Our goal is to reach more people and make it easier for them to donate and share the info on social media. Donors can now text CODEGIVE to 50555 from their mobile phone, or visit our website at www.roccrimestoppers.com and make a quick and secure donation in less than two minutes.”

Hawkins stressed the need for the fundraiser. “Crime Stoppers paid out the highest amount ever in rewards over the past few months,” said Hawkins. “Due to an incredible effort by our law enforcement partners, Crime Stoppers tips helped to clear six homicides – a record.”

But the payouts come with a price, said Hawkins. “The Reward Fund has always been the backbone of Crime Stoppers, since we started in 1983,” said Hawkins. “It’s encouraging to see the community stepping up with increased calls and texts to the Anonymous Tip Line and SAFETIP. Our fundraising goal of \$25K will allow us to keep the tips coming in and the Reward Fund going.”

Additionally, Crime Stoppers is asking for the public to support its K-9 Initiative, which provides financial assistance for veterinary costs to local K-9 Units. “Once a year, we like to honor the K-9s,” said Joyce Palumbo, Crime Stoppers K-9 Coordinator. “In recent weeks, we’ve seen a media spotlight on the K-9s for their valuable work at safeguarding facilities around the country and in our own community. We ask the public to consider a small gift to support our local K-9s as well.” Donations can be made directly to the K-9 Fund on the Crime Stoppers website at www.roccrimestoppers.com and clicking on the paw prints.

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The Fundraiser runs through April. Interested donors can also make a United Way donation by “Designating their Dollar\$ to Crime Stoppers Fund 2366.”

Rochester Area Crime Stoppers is a 501 c (3) non-profit. All donations are tax-deductible.

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