



Blue Truck Puts Viewers in the Front Seat to Fight Crime

FORT LAUDERDALE, FL (May. 9, 2013) – Blue Truck Productions and Broward County Crime Stoppers advocate for a safer community with the release of “**(Preventing) Crime Pays**” - a public education video encouraging viewers to take an active role in fighting crime.

Each of the 20,644 cases cleared by Broward County Crime Stoppers are inextricably linked to an anonymous individual who spoke up to keep their community safe. Without knowledge and awareness of the Broward County Crime Stoppers organization and their purpose, coupled with community involvement, many crimes will go unsolved.

“As a police department or policing agency, our deputies are incapable of doing this by themselves,” said Broward County Sheriff Scott Israel. “We need the eyes, ears and support of the community.”

The production motivates community participation by explaining how the program works and dispelling misconceptions, such as the anonymity of tips. Tippers are assigned a case number to follow up on the status of the case, no personal information ever collected. Even tips submitted online are encrypted and private. If the tip leads to an arrest, a payment code number allows tippers to privately collect their cash reward.

Throughout the video, viewers ride in the passenger seat of Broward County law enforcement and Crime Stoppers officials. Compelling camera angles in a squad car, police helicopter, a S.W.A.T. raid, and a behind-the-scenes look at the Crime Stoppers’ call center give viewers a realistic picture of how their tip can lead to the arrest of a criminal in their community.

The video’s accessibility across YouTube and social media channels makes it ideal for spreading the word about the Crime Stoppers’ mission. Education and awareness are important tools in preventing crime and can be as simple as a click or a share on Facebook or Twitter.

To view the video, visit [youtube.com/watch?v=calZn_zV6og](https://www.youtube.com/watch?v=calZn_zV6og). For more information on Broward County Crime Stoppers, go to browardcrimestoppers.org.

Blue Truck Productions is division of Blue Truck Media, Inc. a Florida-based corporation, which specializes in the creative development of original screenplays, television programming and books, and offers customized video production to corporations.

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