



NEW YORK STATE SENATOR

Joseph E. Robach

CrimeStoppers Community Challenge October 28th

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A promotional poster for the CrimeStoppers Community Challenge. The poster features a blue and white color scheme. On the left, there is a vertical banner with logos for 'THE POWER OF YOU', 'the BAGEL BIN Café', 'LeCHASE CONSTRUCTION', and 'ESTER AUTOM'. To the right of the banner, the phone number '271-1660' is displayed in red. Further right, a grey box contains the website 'www.roccrimestoppers.com' and the address 'PO Box 40452 Rochester, NY 14604'. The main title 'CRIMESTOPPERS COMMUNITY CHALLENGE' is centered in large, bold, black letters. Below the title, a blue rounded rectangle contains the event details: 'THURSDAY, OCTOBER 28TH, 2010', '5:00 AM - 7:00 PM', 'THE BAGEL BIN CAFÉ', and '2600 ELMWOOD AVE - 12 CORNERS'. At the bottom, the text 'Join us in person for FREE COFFEE AND BAGELS!' and 'SPECIAL GIFTS AND GIVEAWAYS!' is written in bold, italicized black letters.

BAGEL BIN CAFÉ HOSTS ALL-DAY

“CRIMESTOPPERS COMMUNITY CHALLENGE”

Public Invited to Call in or Donate in Person

****Celebrity Phone Lines Open 5 AM - 7 PM ****

Rochester, New York, October 19, 2010: The Bagel Bin Café, 2600 Elmwood Avenue at the Twelve Corners in Brighton, will host the **CrimeStoppers Community Challenge** to benefit Rochester Area CrimeStoppers on **Thursday, October 28, 2010 from 5:00 a.m. - 7:00 p.m.**

Board Chair **Paul Hawkins** explains the urgent need to raise funds now. “Our programs and outreach, especially to kids, have grown every year. The CrimeStoppers partnership with law enforcement saves the community hundreds of thousands of taxpayer dollars annually. We recently launched Safetip (details below), an anonymous texting program that has already shown great potential. We feel it’s important that everyone in the community, especially kids, have a method to reach out anonymously and safely. CrimeStoppers provides exactly that. “

Hawkins stressed further, “We have a significant number of major cases on our books that will be resolved in the coming months and we need to maintain a strong cash flow to continue our outreach. Our programs are effective and yield proven results. The bottom line is that CrimeStoppers works. We are here for the community and are asking for their support to continue.”

Senator Joe Robach had strong praise for Rochester Area CrimeStoppers. “Anything we can do to reduce the brutal impact of crime, especially violent crimes in our community is desperately needed. Getting criminals off the street, saving potential victims from harm is a worthy effort I applaud and whole-heartedly support.”

Corporate sponsor **Chuck Caranci, CFO, LeChase Construction** echoed the sentiments. “LeChase appreciates the importance of CrimeStoppers in the

Rochester area – this program is essential to allowing members of our community to know that they can step forward with information about a crime without worry. Both the peace of mind for our citizens and the valuable information for law enforcement that CrimeStoppers provides are indispensable.”

CrimeStoppers is a 501 (c) (3) established in 1982 as a partnership between the community and law enforcement. It features a reward program for tips that lead to arrest. A popular and successful component is the Felony Fugitive Flyer, a bi-monthly ad prominently featured in the *Democrat and Chronicle* that generates a strong response from the community.

Details of SAFETIP: An anonymous texting program that has already resulted in several major arrests. The tipster can text the word “SAFETIP” to “CRIMES” (or 274637) and then add the tip to the message. SAFETIP is a collaborative effort between CrimeStoppers, local law enforcement agencies and government.

For more information on Rochester Area CrimeStoppers or to make a donation prior to the event, visit their Web site at: www.roccrimestoppers.com

Donations can be mailed at any time to; Rochester Area CrimeStoppers, P.O. Box 40452, Rochester, NY 14604