

For Immediate Release

**NEW CRIME STOPPERS ADVERTISING CAMPAIGN TO HELP “GIRLFRIENDS OF GANG MEMBERS” TO ESCAPE GANG LIFE, AND NOT BECOME A PRISON “FASHIONISTA”**

*“I Stashed My Boyfriend’s Gun” tongue-in-cheek campaign carries a deeper message about where gang life really leads for women caught hiding weapons*

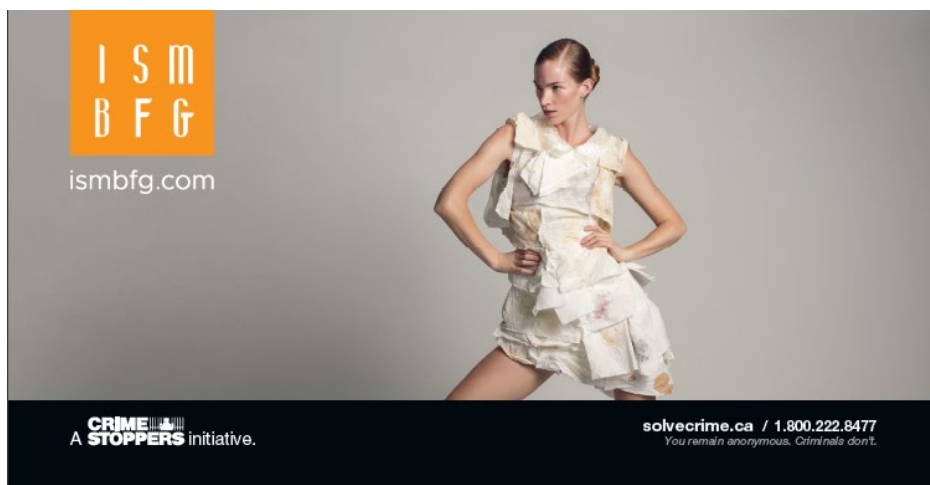
**VANCOUVER, B.C. (November 30, 2018):** Metro Vancouver Crime Stoppers has launched a new, edgy advertising campaign called “ISMBFG”, which is short for “**I Stashed My Boyfriend’s Gun**”.

The campaign was created in collaboration with the creative talents of DDB Canada and consists of ads for an imaginary – but convincing - new fashion “brand”. The ads will start appearing soon on approximately 500 billboards and transit shelters provided by Pattison Outdoor, as well as advertising displays in restaurants/bars, gyms, fashion malls and through social media.

At first, the billboards, transit signs and social media videos look like real ads for the latest high fashions – then after a “double-take”, a closer look reveals you’re really seeing:

- *A wonderfully breezy dress made entirely of paper towel*
- *A stylish hair clip made from a rubber glove and stolen cafeteria cutlery*
- *Fashion accessories made from just about anything from tea bags to toothbrushes*
- *Slides made with a sponge rubber sole, and duct tape*
- *Makeup made of mustard powder, cocoa, ketchup and more, and using glue and felt pens.*

***(EDITORS: Images and social media videos from the “I Stashed My Boyfriend’s Gun” campaign are available for media use on request from the media contact below.)***



Although the ads are tongue-in-cheek to get attention, they’re designed to lead to a much more serious and thought-provoking discussion.

## The Premise

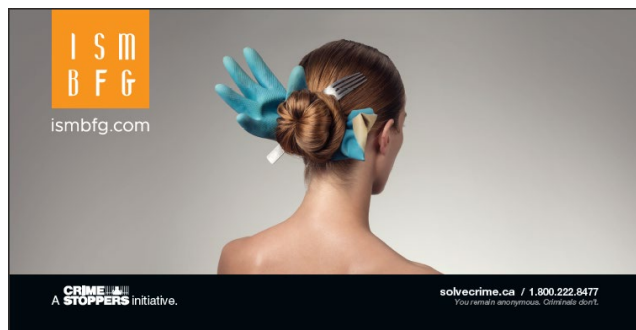
- Once imprisoned for hiding a boyfriend's gun or other gang involvement, these girlfriends no longer have the freedom to go out and choose their own look.
- The ISMBFG models in the campaign show what fashions they might decide to wear if they're arrested and imprisoned.
- These fashions are created with whatever they might be able to find while locked up. All of these head-turning clothing, accessories and makeup items would be sourced from whatever they can steal.
- The ads are tagged with the ISMBFG fashion logo, leading you to the brand's website [ISMBFG.com](http://ISMBFG.com).

## The Payoff

- Clicking onto the ISMBFG website leads to a direct appeal to anyone who knows women involved with gang members, especially if they are known to be in danger, to contact Crime Stoppers.
- The webpage contains information on how to report gang activity anonymously through Crime Stoppers. People supplying the information will never be identified, and never required to testify.

## QUOTES

**Linda Annis, Executive Director of Metro Vancouver Crime Stoppers** - "Girlfriends soon find the excitement of gang life quickly wears off and leads to fears of violence or other repercussions if they refuse to hide guns or other evidence for their boyfriends. They think there's no escape. That's why we asked DDB Canada to come up with this campaign to broadcast the simple message that there is a way out by anonymously contacting Crime Stoppers. We hope everyone checks out the website, gets familiar with the message and thinks about whether it could help someone they know."



**Curtis Robinson, Chair of Vancouver's Bar Watch program** - "The violence that accompanies the gang lifestyle often occurs in public and presents a real danger for innocent people, whether it plays out on a street, at a local business or in a restaurant or nightclub. Our program ensures those who create trouble or bring weapons to these establishments in Vancouver are barred for life. We hope this new campaign will help convince young women to think twice about hanging out with gang members, and will collect the information police need to help women who want to escape."

## **About Metro Vancouver Crime Stoppers**

Metro Vancouver Crime Stoppers is a non-profit society and registered charity that offers rewards for anonymous tip information about criminal activity and provides it to investigators in the communities of Metro Vancouver, British Columbia, Canada. People can leave anonymous tips in a variety of ways including Crime Stoppers' new downloadable "P3" app for Apple and Android phones, calling Crime Stoppers at 1-800-222-8477, online at [solvecrime.ca](http://solvecrime.ca), or by following the link on the Metro Vancouver Crime Stoppers [Facebook page](#).

Metro Vancouver Crime Stoppers accepts tips in 115 different languages and will pay a reward of up to \$2,000 for information leading to the arrest of a criminal, recovery of stolen property, seizure of illegal drugs or guns or denial of a fraudulent insurance claim. Tipsters stay anonymous by using code numbers to check back later and collect their rewards. <http://www.solvecrime.ca>.

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For media inquiries or interviews please contact:

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## BACKGROUNDER

### SOME SAMPLE MESSAGES FROM THE ISMBFG.COM CAMPAIGN

A few of the catch phrases you'll be hearing as ISMBFG rolls out on billboards, transit signs, posters and on social media:

- *On trend, no matter where you find yourself.*
- *ISMBFG giving you head-to-toe looks, starting with top knots. Coming soon.*
- *Don't feel handcuffed to boring accessories.*
- *Shoes worthy of keeping in your secret stash.*
- *Arresting looks from head-to-toe.*
- *Learn how to achieve a suspiciously plump pout.*
- *Smoky looks for a smoky future.*
- *Shoes you'll want to trade cigarettes for - minimalist design with silver duct tape straps with a sponge sole.*
- *A true statement necklace. Embellished with teabags and toasty "Os"*
- *Move aside diamonds! Tea bags are a girl's best friend.*
- *Arresting updo hair accessories for any event behind bars.*
- *With our new collection, matching metallics aren't a fashion crime. Get the ISMBFG look now.*
- *This is the ISMBFG look: the tea bag necklace! Get the ISMBFG look now.*
- *Brush upon your fashion, even if you're incarcerated.*
- *You might be doing time, but you don't have to look like it.*
- *Finally, a look you can achieve without contraband.*
- *ISMBFG ketchup blush- our best kept secret behind bars.*
- *The perfect balance between penitentiary and avant-garde.*
- *Contouring isn't easy behind bars. Learn how to sculpt your cheeks using ISMBFG's cocoa powder and flour.*
- *Achieve a look that'll inspire you to stay out past curfew. Find out how to transform your look from day to night.*