

For immediate release

## **DIGITAL “CRIME BROADCAST” PLATFORM USED BY LAW ENFORCEMENT NOW EXPANDS THE REACH OF METRO VANCOUVER CRIME STOPPERS TO ATTRACT ANONYMOUS TIPS**

**Vancouver, B.C. (February 17<sup>th</sup>, 2023):** In addition to frequent attention it receives in broadcast, print and social media, Metro Vancouver Crime Stoppers has started using a new targeted digital provider called SOLV to “broadcast” information directly to people about crimes occurring near them.

SOLV is a geofencing digital ad platform, which sends highly focused, online broadcasts about specific crimes to people in an area as small as a postal code. SOLV posts the information from Crime Stoppers as website ads containing hyperlocal information to raise awareness and encourage people who might have information to provide anonymous tips right away to Crime Stoppers.

Originally, the SOLV platform was created to help police quickly get information to the public. Today, it’s used internationally by Crime Stoppers organizations in Canada including Metro Vancouver Crime Stoppers, plus the U.K., Australia, New Zealand, United States, and Europe by law enforcement, NGOs and not-profit organizations for a variety of purposes including locating missing/wanted persons, reducing gang related crime, gun amnesty campaigns, warning people about the dangers of human trafficking, signposting refugees to help and support and police recruitment campaigns to name a few.

“Since we started in November, we’ve issued two broadcasts on specific crimes affecting two local areas,” said Linda Annis, Executive Director of Metro Vancouver Crime Stoppers. “The broadcasts sent by SOLV appear to you and me as online ads, and anyone wishing to respond and provide information anonymously can simply click on the ad and be redirected to the Metro Vancouver Crime Stoppers website. The two broadcasts so far have proven to be effective, collectively attracting more than 99 thousand views.”

Annis adds SOLV is also budget-friendly for Metro Vancouver Crime Stoppers, which is funded solely by fundraising and donations. The cost for each custom post on SOLV is minimal and based on a per broadcast-view basis.

“We are delighted to be able to support the important work of Vancouver Metro Crime Stoppers, the organization is doing fantastic things in the fight against crime with their inspiring programs, public information service and community events.” Anthony Grunstein, CRO, SOLV Technology said, “It was clear to us at the outset that the team at Metro Vancouver Crime Stoppers understands how technology can add power to their cause, Linda and the team were keen explore how SOLV can focus and improve the reach of their messaging and in turn add value for their sponsors and donors.”

Anyone with information that will lead police to the suspect involved in any crime can contact Crime Stoppers anonymously at 1-800-222-TIPS, or 1-855-448-8477 (new number), through the “P3” Crime Stoppers app, online at [solvecrime.ca](https://solvecrime.ca) or through Metro Vancouver Crime Stoppers’ [Facebook page](#).

### **About Metro Vancouver Crime Stoppers**

Metro Vancouver Crime Stoppers is a non-profit society and registered charity that receives anonymous tip information about criminal activity and provides it to investigators. Anonymous tips may be provided through Crime Stoppers' 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 \$5,000 for information leading to an arrest, a charge, recovery of stolen property, seizure of illegal drugs or guns, or denial of a fraudulent insurance claim. Find MVCS on Twitter: [@solvecrime](#), Instagram: [metrovancouvercrimestoppers](#) and You Tube: [@metrovancouvercrimestoppers](#).

### **About SOLV Technology Pte. Ltd.**

Based in Singapore, SOLV Technology is a research and advertising company, we are experts in research and advertising underpinned by Artificial Intelligence. SOLV helps Law Enforcement, Governments and NGOs get the word out quickly and at massive scale. Utilizing the latest technology and mass media, SOLV connects important messages with the community. The targeted nature of the SOLV platform meets the critical needs of many public safety organizations. Getting your message out there using internet advertising is nothing new but targeting your message to specific geolocations in near real-time and enabling the public to respond anonymously whilst collecting and using none of their personal data most certainly is! SOLV is a new way of messaging the public, we use internet advertising space to broadcast two-way mass media messages on mobile devices in any chosen geolocation (post code or zip code) and in any language. Account holders can reach the audiences they need to without the audience being connected, logged on, or subscribed to social media accounts.

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