



For Immediate Release:

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**Locally-produced PSA addressing Winnipeg's meth crisis receives international accolades
Crime Stoppers wins Summit International and Crime Stoppers International awards for their province-wide
meth reduction campaign**

Winnipeg, Manitoba – Crime Stoppers was awarded a **Summit International Bronze Award** for excellence in marketing and communications and a **Crime Stopper International TV Media Award** for their methamphetamine reduction initiative. The *SoMETHing is Wrong* public service campaign represented a collaboration between Winnipeg Crime Stoppers, Brandon Crime Stoppers and Manitoba Crime Stoppers and was launched in March 2020 with bus shelter posters, television spots and digital advertising.

Key messaging was targeted at citizens to encourage them to give Crime Stoppers anonymous tips on the province's drug dealers and importers. Contact information and calls to action in the campaign creative was included. Along with raising awareness and identifying meth dealers, the campaign also resulted in spin off benefits including the recovery of illegal firearms.

"This has been a productive time for us," said Winnipeg Crime Stoppers Chair Paul Johnson. "We are honoured to be recognized for our campaign's creativity twice on the international stage. However, we are more interested in the awareness on the dangerous meth crisis we were able to bring to the world. This campaign was a community effort between the three Crime Stopper programs, its dedicated volunteers, the Manitoba Illicit Drug Task Force, Manitoba Justice, local media outlets for 50 % bonus air time and obtaining the services of talented marketing and video production professionals. Our common goal of public safety fuelled this campaign. We still have more work to do with this initiative and thankful that our Justice Minister recently announced funding to Crime Stoppers programs."

The *SoMETHing is Wrong* public awareness campaign was funded by the Manitoba Justice's Criminal Property Forfeiture unit. Creative work was done partially in-kind by Winnipeg-based agencies Fawkes Advertising and Numan Productions. This joint initiative's steering committee include Paul Johnson from Winnipeg Crime Stoppers, Rick Thomas from Brandon Crime Stoppers and Boris Nowosad from Manitoba Crime Stoppers. More information and links are available in the attached press kit. Virtual and in-person interviews are available to discuss the meth reduction initiative and its next steps.

Since Winnipeg Crime Stoppers' inception in 1984, over 123,000 tips via telephone, WebTips and text messages have been received from citizens. Winnipeg Crime Stoppers is based on the principal that for every crime committed, someone other than the criminal has important information that will lead to a solution. For more information, visit winnipegcrimestoppers.org and somethingiswrong.ca.

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For media inquiries and interview opportunities, please contact

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