



Press Release

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"Serving Our Community"

FOR IMMEDIATE RELEASE

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KPD Launches tip411 anonymous text program

Kilgore, TX -- Kilgore Police add new dimension to "Eyes and Ears" on the street to help create a safer community. The Kilgore Police Department is launching tip411, an internet based tool that enables the public to text message an anonymous tip to police, and lets the police respond back creating a two way anonymous "chat".

Reserved exclusively for Public Safety purposes and powered by CitizenObserver, a St. Paul MN company, tip411 puts a powerful new crime fighting tool into the hands of our community for all ages and demographics. "We're proud to be part of a national program that benefits over 1000 communities around the county. This new capability will help our citizens play an active role in keeping neighborhoods safer, it will engage a younger demographic in the process, and it will save our agency time and resources. "

Anyone with a cell phone can now send an anonymous tip to the Kilgore Police Department by texting the word **Kilgore** and the tip information to **847411** (tip411). Anonymous web tips can also be submitted right from the Police Department's website at www.kilgorepolice.com or the Department's Facebook page at www.facebook.com/kilgorepolice.

It is 100% anonymous. CitizenObserver's technology removes all identifying information before the Police Department see's it so there's no way to identify the sender. According to Chief Todd Hunter, this capability is a new paradigm for creating safer communities – especially in reaching out to a younger age demographic. "When someone feels afraid to come forward, or simply feels like they don't want to get involved – this can be a great way to pass information on without fear of retribution"

As a promotion for the new program a Kindle Fire will be given away through the Department's Facebook page to a lucky Kilgore Independent School District Student. If you are a KISD Student, simply "Like Us" on Facebook to gain a chance at winning the Kindle. The winner will be randomly picked from the next 100 "likes" on Facebook.

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