



The Violent Crime Bureau

News Release



Detroit Field Division

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www.atf.gov

ATF ADVERTISING CAMPAIGN ASKS FOR THE PUBLIC'S ASSISTANCE

DETROIT – Special Agent in Charge David L. McCain of the Detroit Field Division of the Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF) announced the initiation of an advertising campaign in Flint, Mich. in an attempt to encourage the public to report violent firearm related crimes.

The message “HELP US HELP YOU! - Report Gun Violence” will be displayed on several poster boards and buses that run throughout the Flint beginning this week. The campaign will also provide the public with the ATF hotline number 1-800-ATF-GUNS that can be called 24/7. Information that leads to a successful prosecution may provide a reward of up to \$10,000.

The goal of the advertising campaign is to increase public awareness and involvement in the security of their communities. ATF wants the public to know information is needed and encouraged. Tips may be reported anonymously.

The ATF campaign will run via CBS Outdoor locations in neighborhood areas and on the Flint bus service lines.

For more information on ATF and its programs go to www.atf.gov