



The Violent Crime Bureau

# News Release

Philadelphia Field Division



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[www.atf.gov](http://www.atf.gov)

## TARGETING PHILADELPHIA AREA GUN CRIME

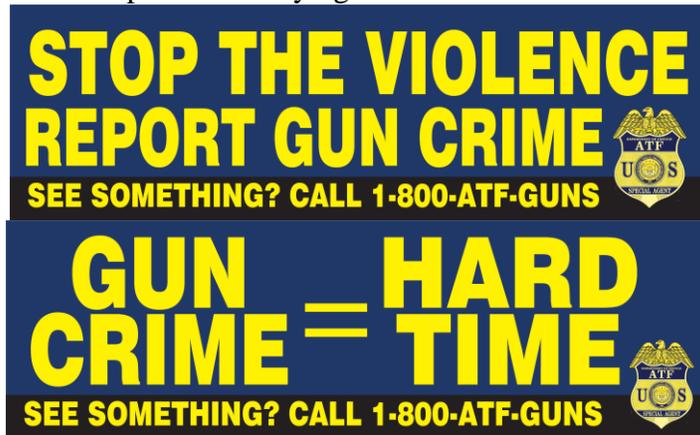
### *ATF & CBS Outdoors Partner in Ad Campaign Encourages Citizens to Report Firearm-Related Crimes*

Philadelphia – Sheree L. Mixell, Special Agent in Charge of the Philadelphia Field Division of the U.S. Bureau of Alcohol, Tobacco, Firearms, and Explosives (ATF) today announced the launching of an advertising campaign in Philadelphia, PA., in an attempt to encourage the public to report firearm-related crimes.

Several billboards in the Philadelphia area, displaying the message pictured below, provide the public with a phone number, 1-800-ATF-GUNS, which can be utilized to report gun crime 24/7. Individuals providing information may remain anonymous. Depending on the level of assistance, citizens may be eligible for monetary awards if the information leads to a successful prosecution.

The goal of the campaign is to increase citizen involvement in making communities safer and remind the public that it can report gun crime anonymously.

ATF has worked in conjunction with CBS Outdoors Advertising, which donated a substantial amount of the advertising space on both electronic and stationary billboards throughout the city of Philadelphia and outlying areas.



More information on ATF and its programs may be located at [www.atf.gov](http://www.atf.gov).

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