



Daytona Beach Police Department Public Service Announcement

129 Valor Blvd, Daytona Beach, Fl. 32114-8169

Phones (386) 671-5100 PIO 671-5123 Media Line 671-5112 Fax 671-3351

Anonymous Text or Web Tips www.dbpd.us Text DBTIPS to CRIMES (274637)

Crimestoppers of Volusia County 1-888-277- TIPS (8477)

February 21, 2012

ID THIS PERSON

In an effort to help resolve criminal cases involving Identity Theft, Retail Theft, Credit Card Fraud, and various other crimes, the Daytona Beach Police Department recently began using the internet website IDThisPerson.com. IDThisPerson.com was created to assist Law Enforcement in identifying suspects or persons of interest related to criminal activity. Those helping identify subjects on the site can receive a \$25 reward. Every day images of unidentified suspects or persons of interest are added to the IDThisPerson.com website by Law Enforcement. The public can view these images from anywhere in the world and provide identifying information about the subjects in an anonymous format.

Every year there are billions of dollars in losses directly related to Identity Theft. There are also over 1 billion dollars in annual losses by businesses due to Retail Theft. Citizens ultimately pay for these losses since costs are typically passed on to consumers.

Crime prevention cannot be achieved by the police alone. Professional law enforcement officers must work hand-in-hand with the public to fight crime throughout our communities. So, we depend heavily on your assistance in reporting crimes to the police. The Daytona Beach Police Department encourages citizens to visit www.IDThisPerson.com to help ensure the success of this partnership.

Call 911

Anonymous Tip Line 386-671-5454

Text A Tip to C-R-I-M-E-S (274637) and in the body of the text use the code "DBTIPS" along with any information

Persons with information may text "CRIMES" (274637) with a cell phone or log on to www.dbpd.us and click on Anonymous Web Tips. When using a cell phone, all messages should begin with "DBTIPS." Tipsters remain anonymous.