



Crime Stoppers of Wichita/Sedgwick County, Kansas
P.O. Box 2601
Wichita, KS 67201

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FOR IMMEDIATE RELEASE

CONTACT: Officer Kevin Wheeler
Coordinator
Crime Stoppers of Wichita/
Sedgwick County
316-268-4606

**** News Release ****

Crime Stoppers of Wichita- Sedgwick Co. Receives CSUSA Award

Crime Stoppers of Wichita-Sedgwick County received the “Social Media of the Year” award during the 2020 Crime Stoppers USA virtual annual meeting.

The volunteer non-profit crime fighting program competed with multiple programs across the country in the 250,000 – 1 million population category.

Crime Stoppers produced a 30 second video PSA in 2019 to reach out to audiences on all its social media platforms. The video depicts the Abominable Snowman breaking into a building and stealing ice from an office. An anonymous tipster witnesses the crime and calls Crime Stoppers.

The volunteer organization continues to search for ways to enhance community engagement to share its story of how it benefits the entire community.

To see the video, visit this link: <https://www.youtube.com/watch?v=NsfIA1iBOIo>

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