

Crime Stoppers

MEDIA RELEASE



EMBARGOED UNTIL 11am TUESDAY 11 JULY 2017



Tasmanian companies unite in the fight against crime

New business/community partnership

The media is invited to attend the formal launch of this exciting new initiative.

WHEN: Tuesday 11 July, 2017
WHERE: Tasmanian Mountain Waters,
2 Massy Greene Drive, South Burnie
TIME: 11:00 - 11:30pm
MEDIA LIAISON: Ron Franks, 0417 525 855

Today marks the commencement of an exciting new strategic partnership between Crime Stoppers Tasmania and Tasmanian Mountain Waters.

Ron Franks, CEO of Crime Stoppers Tasmania said "This is an important achievement for business confidence, community safety and the social well-being of all Tasmanians."

The concept arose out of a discussion that Tasmanian Mountain Waters Director, Jason Jones had with Mr Franks over two years ago.

"We talked about our children having a bright future filled with opportunities here in Tasmania. We quickly recognised that confidence is key and by working together we could play a valuable role in helping to build confidence for businesses and communities alike". Mr Jones said.

"We aim to inspire other Tasmanian businesses to realise the commercial and social benefits of working with an organisation such as Crime Stoppers." He said.

Create a safer Tasmania for our children, for our families, for each other.

Report crime anonymously at Crime Stoppers by calling 1800 333 000 or crimestopperstas.com.au

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The partnership will see the Crime Stoppers brand displayed proudly on Tasmanian Mountain Waters product on supermarket shelves throughout Tasmania. Each product sold will result in a donation that will be directed to community safety and business crime reduction initiatives.

Mr Franks said “Innovative businesses recognise the enormous value of strong community connections. Creating a safer Tasmania for our children, our families and for each other is everyone’s responsibility. When business and community come together, everybody wins.”

“This partnership will have direct and positive influence on helping to reduce the cost of crime against business and creating a safer Tasmania.” He said.

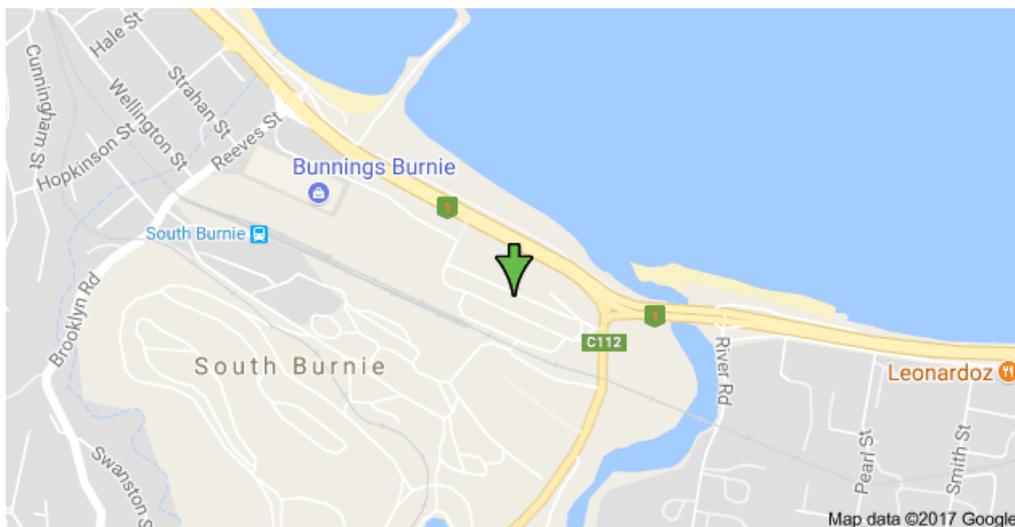
Crime Stoppers is a not-for-profit, community service organisation with a vision for a safer Tasmania. It works closely with Tasmania Police by providing the community with access to anonymous reporting of crime.

Tasmanian Mountain Waters is based in Burnie and exports pure, clean, natural, Tasmanian mineral water throughout Australia and across the world. Its stated mission is ‘to take nature’s perfect water and present it to the customer in its most natural form.’

Media Enquiries

For media enquiries and more information, please contact Ron Franks, CEO, Crime Stoppers Tasmania on 0417 525 855 or Ron.Franks@police.tas.gov.au.

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