



MIDDLETON POLICE DEPARTMENT

7341 Donna Drive Middleton, WI 53562

Brad Keil - Chief of Police

MEDIA RELEASE

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Middleton Police Department launches tip411 anonymous texting program

Police add new dimension to Eyes and Ears on the street to help create a safer community

The Middleton Police Department is launching tip411, an internet based tool that enables the public to text message an anonymous tip to police and lets the police respond back creating a two way anonymous “chat.”

Reserved exclusively for Public Safety purposes and powered by CitizenObserver, a St. Paul, MN company, tip411 puts a powerful new crime fighting tool into the hands of our community for all ages and demographics.

“We’re proud to be part of a national program that benefits over 1,000 communities around the country. This new capability will help our citizens play an active role in keeping neighborhoods safer, it will engage a younger demographic in the process and it will save our agency time and resources.”

Anyone with a cell phone can now send an anonymous tip to the Middleton Police Department by texting the word **MIDDLETON** followed by the tip information to 847411 (tip411). Anonymous web tips can also be submitted right from the Police Departments website at www.MiddletonPD.com as well as on the Police Departments [Facebook](#) page.

Its 100% anonymous. CitizenObserver’s technology removes all identifying information before the Police Department sees it, so there’s no way to identify the sender.

According to Chief Brad Keil, this capability is a new paradigm for creating safer communities, especially in reaching out to a younger age demographic. “When someone feels afraid to come forward or simply feels like they don’t want to get involved, this can be a great way to pass information on without fear of retribution.”

About CitizenObserver

CitizenObserver, a St. Paul, MN company founded in 2000, provides web based alerting tools to law enforcement, education, and public safety agencies in over 40 states.

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