

## Toronto Crime Stoppers Teams Up With OMVIC to Curb Illegal Sales

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**Toronto, April 22, 2009** - Toronto Crime Stoppers is announcing a partnership with the Ontario Motor Vehicle Industry Council (OMVIC) in an effort to educate the public about illegal motor vehicle sales.

"Crime Stoppers is a Community Program that helps Solve and Prevent crime. Helping to educate the public on potential crime issues is essential in this effort," said Sean Sportun, Chairman of Toronto Crime Stoppers. "Partnering with OMVIC will help create awareness about illegal vehicle sales and will reduce the chance of being victimized; as well as providing the public with an anonymous avenue to report such individuals engaging in this illegal activity."

The Toronto Crime Stoppers program visits many schools, church groups, and social clubs, to share a variety of useful crime solving and prevention topics.

In 2007, OMVIC created the "Know Your Ride" program with the objective of educating students about purchasing vehicles privately. "Know Your Ride" was designed for use in the Grade 10 Civics program and recently received approval from Curriculum Services Canada. An important part of the program is that students can take the information home and pass it along to family members who may not be aware of the pitfalls of purchasing used vehicles. This may be especially helpful to people who are new Canadians, or people who do not know how to find this information.

When buying vehicles privately, consumers risk being taken advantage of by curbsiders. Curbsiders pose as private sellers, but are in the business of selling vehicles that may be stolen, damaged, rebuilt, odometer-tampered or have liens against them. A recent survey revealed 60 per cent of Ontarians are unaware of the term curbsider.

"OMVIC is pleased to be teaming up with Crime Stoppers to educate students about curbsiding and the "Know Your Ride" program." said Brenda McIntyre of OMVIC. "This is a serious issue as surveys have shown that one in four ads is placed by a curbsider. Crime Stoppers has a wide audience and is well known. Our hope is that students will benefit from this partnership and learn how to protect themselves when purchasing used vehicles privately."

For more information on OMVIC and the "Know Your Ride" program please visit [www.omvic.on.ca](http://www.omvic.on.ca). For more information on Crime Stoppers please visit [www.222tips.com](http://www.222tips.com).

### About Crime Stoppers

Crime Stoppers is a partnership of the public, police and media that provides the community with a proactive program for people to assist the police anonymously to solve and prevent crimes and, thereby, to contribute to an improved quality of life. You can contact Toronto Crime Stoppers by calling 416-222-8477(TIPS) or toll free at 1-800-222-TIPS(8477). You can also leave a TIP Online at [www.222tips.com](http://www.222tips.com) or text "TOR" + your TIP and send it to CRIMES(274637).Crime Stoppers takes information 24 hours a day, 7 days a week.

### About OMVIC

OMVIC licences and regulates motor vehicle dealers in Ontario and enforces the Motor Vehicle Dealers Act on behalf of the **Minister of Consumer Services**. OMVIC's mandate is to maintain a safe and informed marketplace by ensuring registration of dealers and salespeople, regularly inspecting dealerships, maintaining a complaint line for consumers and conducting investigations. OMVIC is also responsible for administering the Motor Vehicle Dealers Compensation Fund on behalf of a Board of Trustees.

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