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## **HEAT Selects John Bailey & Associates as Public Relations Agency of Record**

**Livonia, Mich. (Feb. 6, 2004)** – HEAT (Help Eliminate Auto Thefts) is partnering with John Bailey & Associates Inc., Public Relations to provide comprehensive communications services to educate the public about the issue of automobile theft and promote the availability of resources to help eliminate auto theft in Michigan.

HEAT is a partnership of Michigan’s auto insurance companies, law enforcement and residents of Michigan. The HEAT program encourages citizen action through a confidential, toll-free auto theft tip line (**1-800-242-HEAT**) that provides financial rewards for people who provide information leading to the arrest and prosecution of individuals for auto theft, carjacking and chop shops.

HEAT has awarded \$2.6 million to tipsters since 1985, in recovering 3,270 stolen vehicles valued at more than \$38 million. HEAT tips have led to the arrest of 2,684 suspects.

“John Bailey & Associates is a respected, dedicated and responsive statewide agency with expertise in media relations, public awareness and brand management,” said Terri Miller, Director of HEAT. “We are excited about our partnership and looking forward to continuing to engage the public about the importance of preventing and reporting auto crime.”

### **About HEAT**

Anyone with information specific to auto theft, carjacking, chop shops and auto insurance fraud in Michigan can call the HEAT hotline, **1-800-242-HEAT**, to provide a confidential report. HEAT works with Michigan law enforcement agencies to follow up on tips. Tipsters are awarded up to \$1,000 if their tip leads to the arrest and prosecution of a suspected car thief or a person suspected of auto theft-related insurance fraud. Rewards of up to \$10,000 are issued if a tip results in the arrest and binding over for trial of a suspected theft ring or chop shop operators. HEAT rewards \$2,000 for information leading to the issuance of a warrant for a carjacking suspect. The HEAT hotline is monitored by the Michigan State Police and funded by Michigan auto insurance companies. Please visit [www.miheat.org](http://www.miheat.org).

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