



## Billboard Unveiled Publicizing \$10,000 Reward for Information on Salvador Mercado Murder

Friday, January 27, 2012

This morning, San Diego County Crime Stoppers and the family of Salvador Mercado will unveil a billboard publicizing a \$10,000 reward for the identity of the suspect who killed Mr. Mercado.

*The unveiling will take place today at 10:00 a.m. near the billboard at 1770 Palm Avenue in San Diego. Maria Najera (Salvador's mother) will be available at the unveiling.*

*On Saturday, November 16, 2003, at approximately midnight, 25-year-old Salvador Mercado was stabbed in the 800 block of Harris Avenue, where a house party had just broken up. He died at a hospital from his injuries. The case remains unsolved, and detectives continue to look for eyewitnesses or people with information about the suspect responsible.*

San Diego County Crime Stoppers and the San Diego Police Department are asking for the public's assistance to identify and locate the person/persons responsible for the murder. There is a reward of up to \$10,000 for information on the case. Crime Stoppers is offering a reward of up to \$1,000 and the family is offering a reward of up to \$9,000.

Anyone with information on the identity and or location of the person/persons responsible for this crime is asked to call SDPD Homicide Unit at (619) 531-2293 or the **Crime Stoppers anonymous tip line at (888) 580-8477**. Anonymous email and text messages can be sent in via [www.sdcrimestoppers.com](http://www.sdcrimestoppers.com).

### **Media inquiries should be directed to:**

- **Questions regarding the investigation should be directed to Lieutenant Kevin Rooney at 619-531-2425.**
- **Questions regarding Crime Stoppers should be directed to Officer Jim Johnson at 619-531-1500 or Deputy Adriana Uribe at 619-531-1547.**

For information leading to an arrest, you could receive up to a \$1,000 reward and remain anonymous. The qualification of any person(s) for the reward and the amount of the reward for any person(s) so qualifying will be determined by San Diego County Crime Stoppers, Inc, in its sole discretion. The amount of all rewards given shall not exceed \$1,000. Information must be received on the tip line, (888) 580-8477.

### **Law Enforcement Liaison Office**

1401 Broadway  
San Diego, CA  
92101-5729

San Diego  
Police Officer  
**James Johnson**  
**(619) 531-1500**

San Diego  
Sheriff's Deputy  
**Adriana Uribe**  
**(619) 531-1547**

Executive Director  
**Sally Cox**  
**(619) 275-8240**



Salvador Mercado

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