



Moonlight Market Cold Case Homicide Up to \$10,000 Reward Offered

July 1, 2010

San Diego County Crime Stoppers and the San Diego Police Department's Cold Case Homicide Unit, are looking for leads in the 14-year-old unsolved homicide of Sleiman Hallak—he was known in the community as “Pops”. Today would have been Pops’ 79th birthday.

Mr. Hallak was the owner of the Moonlight Market which was located at the corner of Skyline and Meadowbrook in the Skyline community of San Diego. On April 17, 1996, at least one male entered the store in an apparent robbery attempt. The male demanded money from Mr. Hallak and then fired several shots at him. The suspect then fired shots at another store employee, before taking an undisclosed amount of money from the store.

Mr. Hallak died as a result of his injuries and the case remains unsolved. He was a long time business owner in the community and his death continues to trouble those that cared for him. His family and detectives are convinced that the suspect(s) are known and have discussed their involvement over the years.

Mr. Hallak’s family will be available for interviews at Moonlight Market today at 11:00 am.

A picture of Mr. Hallak is attached to page two of this press release.

Crime Stoppers is offering up to a \$1,000 reward for information that leads to a felony arrest. The Hallak family and the Neighborhood Market Association are offering an addition \$9,000 reward for information leading to an arrest and conviction. Anyone with information on the murder of Sleiman Hallak is asked to call the **Crime Stoppers anonymous tip line at (888) 580-8477**. Anonymous email and text messages can be sent in via www.sdcrimestoppers.com.

- Media inquiries about Crime Stoppers should be directed to Sally Cox at 858-603-9810, 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

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Sleiman Hallak
“Pops”

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