



OPERATION TARNISH

Tarnish: to dull the luster of; to spoil or taint; to bring disgrace upon.



“Tarnish’ Takes Gloss Off” – Abbotsford Times

In 2009 the Abbotsford Police Department launched “**Operation Tarnish: Taking the Shine off the Gang Lifestyle**” to coincide with the start of the school year. The intention of this initiative was to intervene and prevent young people from being lured by the alleged appeal of a life that includes gangs and drugs. A core component of Operation Tarnish was a series of 13 posters. Because there is no soft sell for the anti-gang lifestyle, each poster contained a serious graphic and an engaging phrase using language familiar to youth. The objective of the posters was to generate thought, provoke dialogue and focus attention on gang issues facing our community. A new poster was released about every three weeks throughout the school year.



Operation Tarnish lights the night sky on a projection billboard along the Trans Canada Highway in Abbotsford.

CONTACT

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Learn more at www.abbypd.ca by clicking on GANGBUSTERS.