



Abbotsford Police Department

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Bob Rich
Chief Constable

"Protecting with Pride"

NEWS RELEASE

APD NEWS RELEASE:

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Incident: Abbotsford Police Launch Operation Veritas (truth)

Abbotsford – April 13, 2010.

Following the successful anti-gang messaging poster series Operation Tarnish and the engaging high school presentation series Operation Impact, today the Abbotsford Police Department launches Operation Veritas, a series of short anti-gang videos. The theme of each is that criminal involvement is "senseless" and comes at a price. The videos depict both the real cost of criminal behaviour in terms of dollars and the life altering consequences that go far beyond the simple monetary costs. The videos then juxtapose these scenarios with the choice of a crime free lifestyle which we believe is "priceless".

Today four Operation Veritas videos are available for viewing at www.abbypd.ca. The videos have been uploaded to YouTube.com and will be displayed on video screens in public buildings in the City of Abbotsford as well as in Abbotsford high schools. In addition, the Abbotsford Police Department would like to thank the many media and community partners who have agreed to host, link or publicize these videos. Local newspapers (Abbotsford - Mission Times and Abbotsford News) and radio stations (Star FM, Country 107.1) in particular have demonstrated their strong commitment to the community by their generosity.

All of the videos were filmed on location in Abbotsford and use community members supportive of the project rather than paid actors. More Operation Veritas videos will be added in the coming weeks.

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*Our Mission:
To make Abbotsford the safest city in B.C.*