



Abbotsford Police Department

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Bob Rich
Chief Constable

"Protecting with Pride"

NEWS RELEASE

APD NEWS RELEASE:

APD FILE #

RELEASE # 1

DATE OF RELEASE: March 8, 2017

Incident:

Abbotsford Police Department and MedicAlert Foundation Canada announce partnership

The Abbotsford Police Department and MedicAlert Foundation Canada, have established a new partnership to ensure those with autism, Alzheimer's, dementia, or a cognitive brain injury, who go missing, can be helped by first responders and brought safely home sooner.

MedicAlert Connect Protect gives police officers 24-hour quick access to a registered subscriber's photo, identity, past wandering history, and other vital emergency information through their MedicAlert medical IDs. This information will help officers search more efficiently, increasing the chances that those who go missing are reunited with their loved ones sooner. Officers called to an emergency involving a MedicAlert subscriber will also have access to vital information which may be necessary to save a life.

"We are excited to partner with the MedicAlert Connect Protect initiative," says Chief Constable Bob Rich. "Helping people with these medical conditions when they are lost and confused is a priority for us. Finding someone who is lost and unable to tell you who they are or where they are from may be a challenge for us, but is a crisis for that person and their family. This resource helps us find someone who needs to be found and gets that person back to where they are safe."

"It's critical that we're able to find and recognize wandering or unidentified people as quickly and efficiently as possible, both to protect our subscribers and also to save police resources," explains Robert Ridge, President and CEO of MedicAlert. "As we continue to form more partnerships with police departments in British Columbia, the MedicAlert Connect Protect service will safeguard Abbotsford residents through the valuable MedicAlert protection. In an emergency situation, the

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

Abbotsford Police will have quick access to vital information that will save valuable time and unnecessary worry from family members and caregivers.”

Thanks to the Abbotsford Police Department and MedicAlert Foundation Canada, the first 100 new MedicAlert subscribers at each of these two locations on each day will get their first year service plan and a MedicAlert ID (\$39 value) at no cost.

March 8, 2017

March 9th and 10th, 2017

Matsqui Centennial Auditorium (City Hall)

Seven Oaks Malls (near the front of The Bay)

32315 South Fraser Way, Abbotsford

32900 South Fraser Way, Abbotsford

3:00 pm – 6:00 pm

10:00 am – 9:00 pm

For more information on MedicAlert Connect Protect service and special offers for Abbotsford residents, visit medicalert.ca/connectprotect.

About MedicAlert Foundation Canada

MedicAlert Foundation Canada (MAFCA) is the largest membership-based registered charity in Canada and it is the leading provider of emergency medical information services. MedicAlert’s mission is to ensure that all Canadians have access to high-quality health information at time of need. For over 55 years, MedicAlert has protected more than one million Canadians since 1961.

MedicAlert® is backed by robust electronic health records maintained by medically trained professionals, a state-of-the-art secure database, and a 24/7 Emergency Hotline that answers calls from emergency responder personnel in 140 languages within an average of 5 seconds, all linked to customized identification products for Canadians with medical conditions and special needs. Universally recognized and respected, MedicAlert speaks for you, when you can’t™.

Learn more about MedicAlert, how it works, and how you or a loved one can sign up to a service plan, visit medicalert.ca or by calling 1.855.581.3796.

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