



ABBOTSFORD
POLICE DEPARTMENT

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AbbyPD Valentine's Day: Cards with a twist

The AbbyPD Domestic Violence Unit has created a series of Valentine's Day cards aimed at promoting domestic and intimate partner violence awareness. On the surface, the cards look just like regular greeting cards, featuring typical Valentine's Day messages like "I love you so much it hurts" and "You knock me off my feet".

However, the back of each card reveals the following message: "DYK that the Abbotsford Police Department responded to 1376 calls for service that were related to domestic violence. The sentiment on the front of this card is not a metaphor. Someone you may know experiences abuse at the hands of someone they love. It's time to #SpeakOut. If you, or someone you know needs support or help, call 604-859-5225."

The cards are available in three designs. As they circulate, we hope they start conversation across Abbotsford about an issue, intimate partner violence, that many find very uncomfortable to discuss.

Detectives Karen Burridge and Lisa Faria of the AbbyPD Domestic Violence Unit state: "For most people, Valentines Day is a day to celebrate their relationships and the love they share with their partner. However, for many in our community, it is just another day of living in fear of violence. We want to bring community awareness to intimate partner violence, and to spread the message that help is available for those in an abusive relationship. Please share the message behind these Valentines Day cards and help us help others living with abuse."

AbbyPD's **#SpeakOut** campaign encourages those who need help to contact the Abbotsford Police Department. If you need help please call 9-1-1 (emergencies) or to report a non-emergency, please call AbbyPD at 604-859-5225 or text 222973. If you have questions about how to safely leave an abusive relationship or would like to learn more about our local resources, please contact the AbbyPD Domestic Violence Unit at 604-864-4845 or email askdvu@abbypd.ca.



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Anyone can support this cause by picking up a card at the Abbotsford Police Department Headquarters building and sharing its message. Reporting domestic violence is a brave thing to do, and help is available. For more information and resources, please visit www.abbypd.ca/domestic-violence-unit .

Sgt Judy Bird

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