



# Abbotsford Police Department

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*"Protecting with Pride"*

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## NEWS RELEASE

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### APD NEWS RELEASE:

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### Incident: Abbotsford Police Launch "Operation Tarnish"

**Abbotsford – September 8, 2009**

The Abbotsford Police Department has launched "Operation Tarnish: Taking the Shine off the Gang Lifestyle" to coincide with the start of the school year. The intention of the initiative is 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 is a series of posters modeled after Health Canada's warning labels. Because there is no soft sell for the anti-gang lifestyle, each poster contains a serious graphic and an engaging phrase using language familiar to youth. The objective of the posters is to generate thought, provoke dialogue and focus attention on this challenge facing our community.

On May 14, 2009 the Abbotsford Police Chief, Mayor and Chair of the Board of Education issued public warning to youth involved in crime, specifically drug dealing and the gang activity, that they were putting their lives at risk. Operation Tarnish is a continuation of the commitment by the Abbotsford Police Department to do something about the problem. In addition to the poster series, that includes new releases every few weeks throughout the school year, police will be delivering impactful presentations to the high schools in the jurisdiction as well.

Attached is the first poster of the series. We welcome media outlets to display the posters as public service announcements and to assist us in spreading this important message.

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