



Abbotsford Police Department

2838 Justice Way, Abbotsford, B.C. V2T 3P5 Phone (604)859-5225 Fax (604)859-2527

Bob Rich
Chief Constable

"Protecting with Pride"

NEWS RELEASE

APD NEWS RELEASE:

APD FILE #

RELEASE # 1

DATE OF RELEASE: November 2, 2011

Incident: APD Launch Operation No Free Ride

Abbotsford – November 2, 2011.

Today the Abbotsford Police Department have partnered with Abbotsford Canadian Tire to increase awareness and public safety around auto theft prevention. Operation No Free Ride involves actively promoting anti-theft devices to the valued customers who attend Abbotsford businesses. Canadian Tire has offered to affix auto theft prevention messaging to their shopping carts and to use their billboard and in store displays to further promote the cause.

The 2011 APD strategic plan set the target of limiting theft of autos in the city to less than one per day and we are currently averaging 1.3 per day. That is a statistic that we feel can be improved upon, particularly with the assistance of the community and partnerships like this. Our hope is that other Abbotsford businesses follow the lead taken by Canadian Tire and join the APD in our mission to make Abbotsford the safest city in British Columbia.



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

Cst. Ian MacDonald: Phone: (604) 864-4721
Abbotsford Police Public Information Officer Cell: (604) 835-6070
2838 Justice Way, Abbotsford, BC V2T 3P5 Fax: (604) 859-2527
E-mail: imacdonald@abbypd.ca

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