



Abbotsford Police Department

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Bob Rich
Chief Constable

"Protecting with Pride"

NEWS RELEASE

APD NEWS RELEASE:

APD FILE #

RELEASE # 1

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Incident: Abbotsford Police Launch Project PRIME

Abbotsford – November 10, 2011.

The Abbotsford Police Department has launched their latest positive messaging campaign aimed at youth – Project PRIME. This initiative is simple in its approach which is to offer young people positive encouragement. The objective of the project is to "Prime" youth by supporting growth and action. Project PRIME will see the placement of signs in school buses where students will receive some positive messaging as they travel in any of the 50 buses that comprise the public and independent fleet. Small numbers can add up quickly, however. Those 50 buses will provide an estimated 1.3 million views over the course of the school year. The APD believes that youth in our community are worth that type of positive encouragement and more.

The Abbotsford Police Department would like to thank the Abbotsford School District, St. John Brebeuf, MEI and Dasmesh schools for their support. In addition, the cost of printing the magnetic/cling signs was covered by TD Canada Trust. We appreciate TD Canada Trust for sharing our view of youth in the community and supporting our project in such a substantial way.

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



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