



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 Operation X

Abbotsford – February 20, 2012.

Today the Abbotsford Police Department launched Operation X in response to a string of ecstasy related deaths in the Metro Vancouver area that included two young people from Abbotsford. The goal of the campaign is to raise awareness amongst young people – many of whom believe that ecstasy is safer than other illicit drugs such as heroin, cocaine and methamphetamine. The truth is that none of these street drugs are safe.

The Operation will include a series of posters to be distributed in high schools and youth hot spots in Abbotsford highlighting the real dangers of ecstasy and other street drugs. This includes specially designed bus-bench signs throughout the city.

"One of the things we keep hearing from our young people is that they think ecstasy is a safe drug, said Sgt. Casey Vinet of the APD's Youth Squad. "There is no such thing as a safe illicit drug and we are determined to spread that message as far and wide as possible."

The first poster responds to the misconception that ecstasy is safe and doesn't contain harmful chemicals. A nutritional label outlining the nutritional value and ingredients is featured.

In addition to the poster Chief Constable Bob Rich has personally written a letter to the parents of high school students (translated to Punjabi also). In the letter the Chief's urges parents to educate themselves and have a meaningful discussion with their children about drugs – a discussion the Chief says could make all the difference. "The Abbotsford Police Department is committed to doing everything it can to keep all the young people in our community safe. As we meet with young people in our schools, we see so much potential and we want their lives to be all they can be. Together we can help them prosper and meet their full potential."

Finally the APD has a dedicated 24/7 Youth Line for those teens and/or parents of teens who need advice or would like to talk to police about any drug issue.

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

The poster campaign will continue to the end of the school year. Plans for a video are also underway.

We welcome the media to assist us in getting our message to as many people as possible by displaying the images provided on their websites and other social networking mediums.



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