



Abbotsford Police Department

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Bob Rich
Chief Constable

"Protecting with Pride"

NEWS RELEASE

APD NEWS RELEASE:

APD FILE #

RELEASE # 1

DATE OF RELEASE: December 10, 2012

Incident: Operation Resolution – Abbotsford Police Send Greeting Cards to Offenders

Abbotsford – December 10, 2012

This holiday season a number of people may be surprised to learn that the Abbotsford Police Department has added them to its mailing list. Prolific offenders, property offenders and persons known for drug and gang activity, will be receiving specially created cards from the APD through an initiative called Operation Resolution. Our hope is that the cards serve as a reminder to the recipient that they have an opportunity to make a different choice and that they can in fact "resolve" to do so.

The image on the card is of Chief Rich (aka Santa) in tactical gear with an accompanying quote from Mary Blochowiak that says "You are always only one choice away from changing your life". The additional text states ***"We believe it is never too late to make a better choice for your life. For the sake of your family & for your own sake, consider 2013 the year you choose a new & better life. Make your New Year's resolution now! We're here to help."***

A phone number is also included which will allow callers to connect with the APD. The phone will offer the following recorded greeting:

"Hello. You have reached the Abbotsford Police Department's Resolution line. If this is an Emergency, hang up and dial 9-1-1. If you are calling because you want to make a change in your life, thank you. Your phone call is important to us and we would like to speak further with you. So please leave your name and a contact number and we will return your call. Again, thank you for making this life changing choice and taking the time to call us. We look forward to speaking with you."

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

The Abbotsford Police Department realizes that Operation Resolution is different. We wanted to do something different but to also stay true to the spirit of the holidays and the New Year. We sincerely believe that the holiday season is a time for reflection for many people in our community. A positive change can reap rewards and benefits far beyond the impact to a single individual. The APD supports those positive changes year round.



Which list
will you be
on next
year?



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