



Abbotsford Police Department

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Bob Rich
Chief Constable

"Protecting with Pride"

NEWS RELEASE

APD NEWS RELEASE:

APD FILE #

RELEASE # 2

DATE OF RELEASE: December 10, 2013

Incident: Operation Resolution 2013 – APD Holiday Greeting Card

Abbotsford – December 10, 2013

Last year the Abbotsford Police Department sent out a Christmas Holiday Card that generated a fair amount of attention. Some of those cards were sent to people who had committed criminal offences; and asked them if they had been "naughty or nice". The point was to ask them to make a different choice with their life. Although the vast majority of feedback we received was in support of the Operation Resolution greeting card, there were a few critics. The primary point of contention was the heavily armed Santa on the front, portrayed by Chief Bob Rich. This year we would like to emphasize that "even Santa makes mistakes".



The Abbotsford Police Department believes strongly in offering positive options to people. We did have several offenders contact us to say that the card made a difference and that they appreciated the intention behind it.

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

Even Santa Makes Mistakes.

If you are reading this, you are on the list of people APD is asking to make a change in their lives. I know it is pretty likely you have had a much more difficult life than most of us. The hard truth is that nothing can be done about that. It is what it is.

But it is also true that it is never too late to make a different choice about the rest of your life. You can leave crime behind if you are willing to change your life. You can get help to beat an addiction that is taking over your life.

This is your challenge.

In 2014, for the sake of your family and those that care about you, and mostly for your own sake, take control and change your life. If you would like our help, call **604-864-4777** and we will do what we can. Mostly though, it is up to you.

Best wishes from the Abbotsford Police Department.

Bob Rich
Chief Constable
"Santa"

We hope that people recognize the spirit of our 2013 card. "It is never too late to make a different choice about the rest of your life". To the recipients of the cards who want a positive change, and to those who don't receive the card but want assistance with that different choice, call us at 604-864-4777.

"We cannot solve our problems with the same thinking we used when we created them."
– ***Albert Einstein***

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