



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: February 11, 2014

Incident: Love Them Enough Not to Call

Abbotsford – February 11, 2014

February is Distracted Driving Enforcement month in British Columbia and many people will be celebrating Valentine's Day this Friday as well. The Abbotsford Police Department has come up with a unique way of combining both events in the interest of Road Safety. The APD's "Love Them Enough Not to Call" campaign runs today through Thursday, February 13 at 6:00 pm.

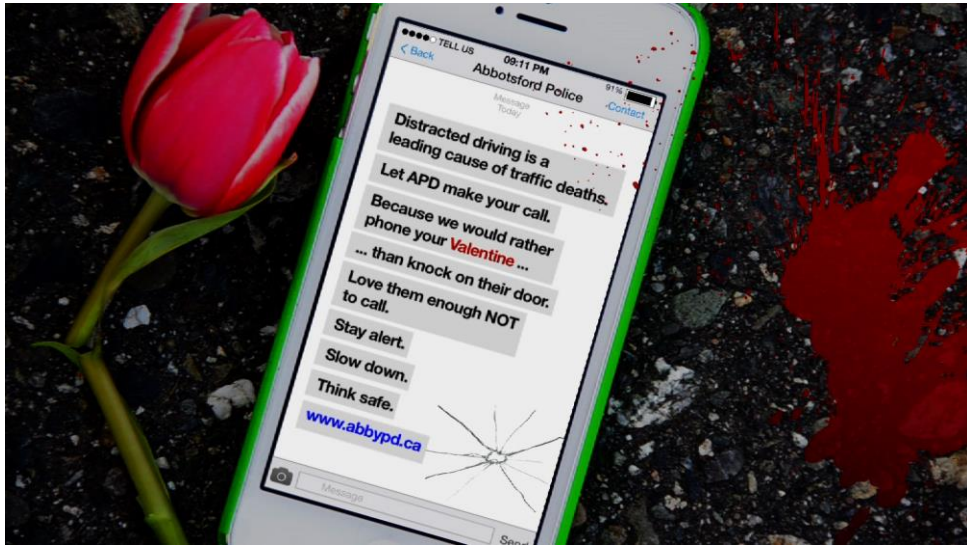
Citizens interested in improving Road Safety and proving their love to a person they care about are invited to send an email to roadsafety@abbypd.ca. The email must contain the following: your name in a pledge not to use an electronic device while driving; and the name and daytime contact phone number of your Valentine (example – I, Hector Protector, promise not to use an electronic device while driving. Please call my Valentine, Helen Protector, at 604-???-????).

Abbotsford Police Department staff will review the emails and begin making calls to the people you love on February 14 – Valentine's Day. Essentially, you promise to stay off your phone while driving, and we'll pick up our office phones and tell your Valentine you love them and are committed to safer roads.

Show your Valentine that you love them enough not to call!

Watch our "Love Them Enough Not to Call" video here: <http://youtu.be/3FTEQT8k3EY>

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



Stay Alert. Slow Down. Think Safe.

<p>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</p>
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