



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: February 10, 2015

Incident: Love Them Enough Not to Call 2015

Abbotsford – February 10, 2015

Do you love Valentine's Day? Do you love your Valentine? Do you love life? For the second consecutive year, the Abbotsford Police Department is creating a unique way to show your love. By sending an email pledge to roadsafety@abbypd.ca people can commit to their Valentine that they love them, and life, enough to pledge not to use an electronic device while driving. In return, staff at the APD will call the Valentine on February 14th and wish them a great day. Nothing says Valentine's Day like a call from the police . . .

Those interested in participating in this fun, road-safety-oriented initiative must send an email that contains the following information: your name in a pledge not to use an electronic device while driving; and the name and daytime contact phone number of your Valentine.

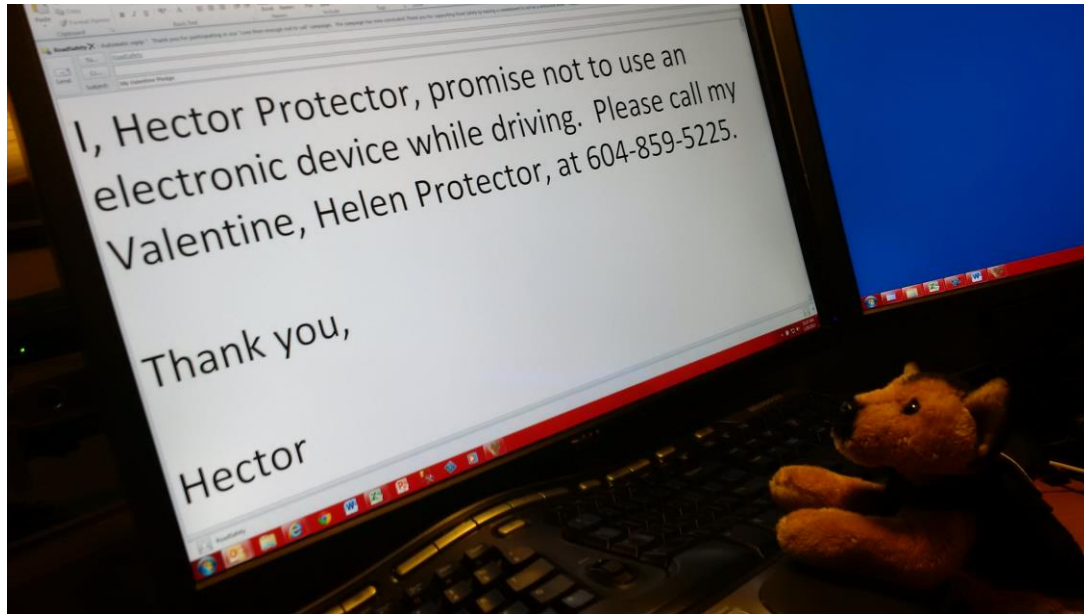
(Example – "I, Hector Protector, promise not to use an electronic device while driving. Please call my Valentine, Helen Protector, at 604-???-????").

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. Emails will be accepted until 6:00 pm on Friday, February 13.

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.

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| <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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