



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: July 22, 2015

Incident: APD Launches "High Fives from the Five-O" Initiative

Abbotsford – July 22, 2015

The Abbotsford Police Department has approached Road Safety initiatives from a number of angles. Campaigns have ranged from dramatic and impactful to humorous and lighthearted. The objective of all of the campaigns has remained constant: to engage the public and to improve safety on our roads. This week, the APD is launching a campaign aimed at acknowledging the safe and positive decisions citizens make in relation to Road Safety. We are giving "High Fives" to people we observe walking, driving and biking safely in our community.

APD members will continue to enforce traffic laws and issue tickets for infractions. With this new initiative, we will now have the ability to interact with the public and deliver "High Fives from the Five-O" to those obeying the laws and contributing to keeping our community safe.

The following link is video from day one of our campaign: <https://youtu.be/93XAX9zJmLk>

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	

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