



Abbotsford Police Department

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Bob Rich
Chief Constable

"Protecting with Pride"

NEWS RELEASE

APD NEWS RELEASE:

APD FILE #

RELEASE # 1

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Incident: Abbotsford Police Launch Operation Lodestar – Engaging, Educating and Encouraging Parents

Abbotsford – September 14, 2010.

Last year the Abbotsford Police Department launched a series of provocative anti-gang initiatives. Operation Tarnish, a series of 13 posters warned of the consequences of a criminal lifestyle. Operation Impact and Impact II delivered presentations to over 12,000 Abbotsford secondary and middle school students. Operation Veritas juxtaposed the consequences of a life of crime with a crime free lifestyle. Now with Operation Lodestar (which by definition is "one that serves as a guide or model") the Abbotsford Police Department shifts the focus onto parents.

Operation Lodestar will utilize various messaging mediums as well as presentations to parents to connect with the community in regard to the well being and futures of our youth.

Five keys to parenting will be reinforced and illustrated as an integral part of the campaign.

1. Set the Example
2. Be Informed
3. Support School
4. Make the Rules
5. Get Involved

Four Operation Lodestar posters and a fact sheet are attached to this release. We hope they generate discussion and debate in the community as we endeavour to engage parents as integral parts of the solution to youth involvement in gangs and criminal activity. Visit www.abbypd.ca for links to resources, assistance and information.

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