

LAUNCH PRESS RELEASE

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RELEASE DATE:

[Date]



[CITY POLICE DEPARTMENT] LAUNCHES CRIME PREVENTION PROGRAM

Police Call To Community To Help Fight Vehicle Crime

[CITY, STATE] — The [CITY] Police Department requests the help of the community in the fight against vehicle crimes with the launch of the Hide Lock Take auto theft awareness program. The official launch day of the Hide Lock Take program will be , [Month Date]

Hide Lock Take, heralded as the most successful auto theft prevention program in the world, started in Dallas Texas in 1997 and has since helped to lower auto crimes by over 87% in large cities across the United States. It uses a simple awareness message as its foundation;

Hide your things, **Lock** your vehicle, and **Take** your keys.

The famed signs featuring the hide lock take message will be placed in high profile and crime targeted locations such as: Shopping Malls, Parks, Fitness Centers and Gyms, Movie Theaters, Event Centers, Sports Arenas, School Campuses, and other locations where vehicles are often left unattended for 1 hour or more.

The call for support comes from a recent increase in such crimes where the responsibility fell on the vehicle owner before any crime was even committed:

"It's remarkable and almost inconceivable the frequency of vehicle crimes involving the owner leaving the car unlocked or keys inside with valuables in plain site. This program helps the public understand that simply being responsible and caring for their valuables and those around them has an immediate and positive impact."

Along with the signs, other public outreach efforts will begin and consist of social media posting and broadcast media coverage. The community is asked to help spread and share the Hide Lock Take message as much as possible to further the program's effect.

"It's a logical, reliable, and reasonable request: keep the city safe and our neighborhoods and community even safer by Hiding your things, Locking your vehicle, and Taking your keys!"

For more information on the program visit [CITY WEBPAGE/POST ON HLT]