

PRESS RELEASE

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RELEASE DATE:

[Date]



HIDE LOCK TAKE AUTO THEFT PREVENTION PROGRAM

Police Work With Community To Fight Vehicle Crime

[CITY, STATE, Month Date] — The City of [CITY] Police Department has partnered with Hide Lock Take, auto theft prevention program, to work with the community and fight vehicle crime. The police department will be posting signs around the city and is launching a social media and broadcast media campaign in an effort to lower vehicle crime rates.

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 signs 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. Those who follow the message not only are less likely to be a victim but also help to prevent those around them from being targeted as well. Criminals are less likely to target areas with these signs knowing the motto is being followed making the risks higher than the reward.

"This program helps the public understand that the responsibility falls on the shoulders of the vehicle owners first and foremost. Being responsible and caring for their valuables and those around them has an immediate and positive effect. It's a logical, reliable, and reasonable request: Help keep this 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]