



# ***PRESS RELEASE***

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**FOR IMMEDIATE RELEASE**

**Date: Tuesday, November 30, 2010**  
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## **Holiday Enforcement Program**

**Extra patrols and specialized investigations create safer holiday environment  
Riverside, CA -- The Riverside Police Department is launching its fifth annual Holiday Enforcement Program on Tuesday, November 30, 2010, to continue through the holidays until Saturday, January 8, 2011. A combination of high visibility enforcement and specialized investigation, the Holiday Enforcement Program provides increased safety for shoppers and area retailers.**

**The Holiday Enforcement Program involves both uniformed officers providing high visible patrol presence, undercover officers providing surveillance in high traffic areas and specially-assigned investigators to follow up on issues that arise during the holiday period.**

**Introduced in 2006, the Holiday Enforcement Program is successful in “hardening the target” -- educating businesses and members of the public about safe practices during the holiday bustle. Officers will be providing increased patrols around busy shopping areas will meet with business owners and keep track of known persons with a history of criminal activity – all in an effort to prevent and reduce crime in high traffic areas.**

**Riverside is a busy, active and attractive place during the holidays. Join with the Riverside Police department to ensure a sensible, enjoyable holiday season for all.**

- Lock doors and windows before leaving your home or your vehicle.**
- Avoid displaying gifts where they can be seen outside a home or vehicle.**
- Watch for suspicious activity and report it to police immediately.**
- Designate a driver for party events!**

**“Holiday safety begins with you.”**

