



PRESS RELEASE

Riverside Police Department • 10540 Magnolia Ave • Riverside, CA 92505
Phone (951) 353-7900 • Fax (951) 353-7602

FOR IMMEDIATE RELEASE

Date: Wednesday, September 10, 2008
Contact: Lt. Chuck Griffiths, Watch Commander
Phone: (951) 353-7900

Large crowd dispersed at Wal-Mart

Larger than expected number of fans show for CD and poster signing

Riverside, CA -- On September 10, 2008, at 6:30 p.m., a popular Latino singer Jenni Rivera appeared at the Wal-Mart at 5200 Van Buren Blvd in the city of Riverside for a CD and poster signing. Although Wal-Mart had pre-planned this event and hired four "extra duty" officers for security at the event, management underestimated the number of fans who would attend.

Officers working the assignment contacted the Watch Commander and told him that their crowd estimate was three to four thousand people, with one thousand of them in a serpentine line inside of the store.

Members of the crowd became impatient and unruly and began damaging and stealing property inside of the store. The singer was advised of this situation and elected to leave.

Fearing an adverse reaction from the crowd, many of whom had been waiting for hours, officers amassed around the store to facilitate safe departures by all involved before any announcements were made.

The manager of the Wal-Mart made an announcement inside the store that the event had concluded and asked the participants inside to leave the store. Other than a couple of minor fights between the participants the majority of the crowd was cooperative and left in an orderly fashion. Once the people from inside left the lot, the line outside was advised of the conclusion of the event and were also asked leave. With a large number of officers visible to keep the peace, the upset and disappointed fans cooperated and left in an orderly fashion.

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