

# Media Advisory

## Ontario Police to Launch Provincial *Lock It OR Lose It* Crime Prevention Campaign

Media are invited to join police officers on a walk-through the Yorkdale Shopping Centre parking lot as officers look for unsecured vehicles

**For Immediate Release:** December 6, 2017

(Toronto, ON) – The Ontario Association of Chiefs of Police (OACP) and Toronto Police Service will kick off the annual *Lock It OR Lose It* Campaign, a proactive, province-wide crime prevention program that encourages motorists and passengers to take a few simple precautions to protect their vehicles and valuables from theft – especially during the holiday season. This year's launch will also highlight the growing dangers of identity theft related to unsecured vehicles.

### Lock It OR Lose It Media Event:

**Date:** Thursday, December 7, 2017

**Location:** Yorkdale Shopping Centre  
3401 Dufferin Street, Toronto  
North Side (opposite highway 401)  
Directly inside the Famous Players/Indigo Mall Entrance

**Time:** 10:30 a.m.

### **Attendees will include:**

- **Chief Kimberley Greenwood**, Barrie Police Service and OACP 1<sup>st</sup> Vice-President
- **Inspector Robyn Maceachren**, OPP and Co-Chair of the OACP's Community Safety and Crime Prevention Committee
- **Inspector David Rydzik**, Toronto Police Service

Police leaders and officers from the Toronto Police Service and other police services will be joined by campaign supporters to kick off the OACP's annual province-wide crime prevention campaign targeting auto thefts and valuables in unsecured vehicles. Officers will be going out into the Yorkdale Shopping Centre to check on vehicles following the media event.

Using the *Lock It OR Lose It Campaign*, police officers throughout Ontario examine parked vehicles to confirm they are locked and that no valuables have been left in plain view.

-30-



[#LockItOrLoseIt](#)

### **For more information, contact:**

#### **Joe Couto**

Director of Government Relations  
& Communications  
T. (416) 926-0424 ext. 22  
C. (416) 919-9798  
E. [media@oacp.ca](mailto:media@oacp.ca)

Twitter: [@OACPOfficial](#)

Facebook:  
<http://facebook.com/OACPOfficial>

Instagram: [@OACPOfficial](#)

YouTube:  
<http://youtube.com/OACPOfficial>

**The Ontario Association of  
Chiefs of Police is the voice of  
Ontario's Police Leaders**

*Members of the  
Ontario Association of Chiefs of  
Police  
serve their communities  
as the senior police leaders in  
municipal, regional, provincial  
national, and First Nations police  
services across Ontario*

**Vision:  
Excellence in police  
leadership - working  
together for safer  
communities.**