

Media Release

Ontario Police and Community Safety Partners Team Up to Prevent Thefts of Vehicles and Valuables Left in Plain View

Police Leaders Launch Province-wide Lock It OR Lose It Campaign

For Immediate Release: December 7, 2017

(Toronto, ON) – Ontario’s Police Leaders want motorists to *Lock it OR Lose it* when it comes to their vehicles and valuables. The Ontario Association of Chiefs of Police (OACP) launched its annual *Lock It OR Lose It* campaign, which encourages drivers and passengers to take precautions to protect their vehicles and contents from theft, particularly during the holiday season.

The campaign was kicked off at Yorkdale Shopping Centre in Toronto.

“Locking your vehicle and keeping valuables such as GPS and mobile devices, laptops, shopping bags, money and credit cards out-of-sight can go a long way in deterring criminal activities.” said Chief Kimberley Greenwood, the OACP’s First Vice-President and Chief of the Barrie Police Service.

This year’s *Lock it OR Lose it* campaign is being launched during the holiday season because it’s easy for people to be distracted and leave their vehicle unlocked or leave valuables in plain sight during the holiday hustle-and-bustle. Police will use *Lock it OR Lose it* notices throughout the year as part of their on-going crime prevention efforts.

“The insurance industry is proud to work with the OACP to support the *Lock It OR Lose It* campaign,” said Steve Kee, Director of Media and Digital Communications, Insurance Bureau of Canada. “Between 2015 and 2016, we saw an overall increase of 1% in auto theft across Ontario. Let’s not make it easy for the thieves. Leaving your vehicle unlocked or valuables in sight is an open invitation to thieves. We must be vigilant in fighting this crime.”

During the *Lock it OR Lose it* campaign, police officers, auxiliary officers, and crime prevention personnel examine parked vehicles to confirm they are locked and that no valuables have been left in plain view. A small notice is placed on vehicles advising what safety precautions were neglected and offer simple prevention tips for drivers to protect their vehicles against theft. The notices also congratulate drivers who have secured their vehicle.

Motorists are urged not to keep personal documents such as vehicle ownership, liability pink slips, credit card invoices, or other documents containing personal information in their vehicles. Identity thieves are looking for such documents so they can assume identities, secure credit card accounts, lease vehicles for export, and even take out a mortgage against victims’ properties without their knowledge.

The OACP thanks the Accident Support Services International, Arrive Alive/Drive Sober, Insurance Bureau of Canada, Mac’s Convenience Stores, Smart Serve Ontario, and Trace™ for supporting LockItORLoselt crime prevention initiatives across Ontario.



[#LockItOrLoselt](#)

The *Lock it OR Lose it* Campaign is supported by a number of OACP partners:

Accident Support Services International

Arrive Alive/Drive Sober

Insurance Bureau of Canada

Mac’s Convenience Stores

Smart Serve Ontario

Trace™

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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*



Crime Prevention Program

LOCK IT

OR LOSE IT

A professional can steal your vehicle in just under 30 seconds. A vehicle with an unlocked door or open window is an easy target. Protect your vehicle from theft. Always roll up your vehicle's windows, lock the doors and pocket the keys when you park your car. Park in a well-lit area and never leave valuables in plain view.

CONDITION OF YOUR VEHICLE AT THE TIME OF OUR CRIME PREVENTION INSPECTION:

- vehicle unlocked
- vehicle unlocked with keys in view
- window(s) open
- valuables in plain view
- VEHICLE LOCKED, KEYS REMOVED, WINDOWS CLOSED, VALUABLES OUT OF SIGHT. - Congratulations!**

This notice has been provided by the **Ontario Association of Chiefs of Police** and **Insurance Bureau of Canada**.

We care about your safety.

For more information, visit:
www.abc.ca/on/auto/theft

Presented by

Name: _____

Police Service: _____

Date/Time: _____



AUTO THEFT



PROTECTION TIPS

A professional can steal your vehicle in just 30 seconds – without the key. **Protect your vehicle from theft with a few simple precautions:**

- ✓ Always roll up your vehicle's windows, lock the doors and pocket the key.
 - ✗ Never leave your vehicle unattended while it is running.
 - ✓ If you have a garage, use it and lock the door as well as your vehicle.
 - ✗ Never leave your car keys in plain view or in an easily accessible area.
 - ✓ Keep your vehicle registration certificate and proof of insurance on you at all times. Don't leave these documents in your glove compartment.
 - ✓ Always park your vehicle in a well-lit area.
 - ✗ Never leave valuable objects or packages in full view. Put them in the trunk.
 - ✓ Give only your ignition key to a parking lot attendant. Keep all other keys with you.
- Inform your local police department, or call the IBC TIPS Line at 1-877-IBC-TIPS, if you see vehicles or vehicle-related activities that look suspicious.

