



NEWS RELEASE

November 2008

LAUNCH OF “DISPLAY AND PAY” CAMPAIGN

In the run up to the Festive season the Crime Prevention Panel, in conjunction with Staffordshire Police, are reminding drivers not to leave valuables to view in their vehicles.

A poster campaign will target car parks, supermarkets, shops, pubs etc. with a simple message – “Display and Pay” – “valuables cost too much to lose”.

Alan Birch, Chairman of the Panel, says: -

“This campaign is a reminder to everyone not to leave property on show after parking their vehicles. The Police have been reducing the number of vehicles being broken into throughout the Lichfield District and with this initiative we hope to achieve even greater success. By working together we can all help to prevent these opportunistic crimes and also reduce the costly damage to vehicles.”

Inspector Kevin Mulligan of Staffordshire Police says: -

“Simple measures such as putting valuables in the boot of your car can help reduce the likelihood of items being stolen. We will always support ideas such as this and we are confident it will prove to be a success, especially over the festive period.”

The campaign will be launched at 12 noon on Monday 24th November in the Three Spires Shopping Centre, Lichfield (between Marks and Spencer and Bon Marche).

Councillor John Wilks (Chairman of the Lichfield District Council) is supporting the initiative and will be in attendance together with Alan Birch, Kevin Mulligan and other Members of the Crime Prevention Panel. Panel Members will also be on hand to give other crime prevention advice.

The Panel is most appreciative of the Three Spires Shopping Centre Management (Lisa Prokopiou) for giving their invaluable support to this campaign.