



Press Release

FOR IMMEDIATE RELEASE - June 15, 2015

Location: Vancouver

Show Your Support for the VPD... and Look Good Doing It *Police sunglasses campaign raises funds for community outreach programs*

On June 15th, the Vancouver Police Foundation will launch its **2015 Kops' Shades for Kids Campaign**. Back by popular demand, the Campaign allows the public to support VPD's youth at-risk community outreach work via iconic, mirrored aviator sunglasses - a signature look inherently tied to police. The Campaign also seeks to strengthen the link between the Vancouver Police Department (VPD) and the community it serves.

Originally introduced in the summer of 2013, the Campaign has raised over \$318,000 for Vancouver Police youth crime prevention projects and early intervention community outreach programs.

"We have been reminded in recent days of the vital role that police officers play in our communities – here in Vancouver and across the country," says Peter Brown, Vancouver Police Foundation Chairman. "The sunglasses serve as a visual sentiment that all citizens can wear to show their support for, and pride in, Vancouver's police officers."

"It is through the Foundation that the citizens of Vancouver can support essential policing programs that may be beyond the immediate city budget capability and become partners in policing so together we can build stronger communities and make Vancouver the safest major city in Canada," says VPD Chief Constable Adam Palmer.

London Drugs is the official retail partner of the campaign and it generated over \$63,000 for the Vancouver Police Foundation through the sale of the sunglasses. "London Drugs is proud to support the Vancouver Police Foundation as a retail partner of the VPD Aviator Sunglasses," says Tony Hunt, London Drugs General Manager, Loss Prevention. "We know the citizens of Vancouver feel the need to express pride in the city and there is no better cause to ensure Vancouver stays safe, than to support the Vancouver Police Foundation."

A social media contest using the hashtag **#VPDPARTNERS** invites citizens to submit photos of themselves wearing the VPD sunglasses for a chance to win a unique Ride-Along police experience and other prizes. The contest closes on August 30th.

The VPD Aviator Sunglasses cost \$20 each and are available at all Lower Mainland [London Drugs](#) locations, Community Policing Centres and on the Vancouver Police Foundation [website](#).

Warning; wearing sunglasses supports the cops, but it doesn't make you one. Get your police glasses and help us build a safer community.

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About the VPF

Since 1976, the Vancouver Police Foundation has been fostering partnerships with the public to enhance VPD's capacity to prevent crime, save lives and build safer communities. The Foundation's funding affects positive community change through the following areas of support:

- Youth At Risk
- Community Outreach and Engagement
- Special Equipment and Technology
- Mental Health and Addiction Facilities and Programs.

Through the generous support of the VPF's members and donors, the Foundation has been able to grant over \$6 million to date, toward innovative policing equipment and community outreach programs that would not otherwise been possible within the regular operating budget of the VPD. The Foundation also strives to increase awareness about the everyday heroic actions of the men and women of the Vancouver Police Department. www.vancouverpolicefoundation.org

About London Drugs

London Drugs is 100% Canadian owned and is focused on local customers' satisfaction. Across Alberta, Saskatchewan, Manitoba and British Columbia, London Drugs' 78 stores employ more than 7000 staff dedicated to providing our customers with a superior shopping experience. The company serves its customers better through innovation and a continued involvement in the communities they service.

For more information or interviews, please contact:

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– FACT SHEET included –



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- All proceeds from the sale of VPD sunglasses are used to fund Vancouver Police [crime-prevention projects and community outreach programs](http://www.vancouverpolicefoundation.org/featured-stories/) (<http://www.vancouverpolicefoundation.org/featured-stories/>) especially focused on youth at risk.
- The campaign was created pro bono by DDB Canada, Vancouver Office, with generous support from the following partners: London Drugs, OMD, CBS Outdoor, The Peak Street Team, Global TV, Coastal Contacts, and BC Business.
- The sunglasses play a primary role in a 30-second television spot, titled “[Hoodslide](#)” and aim to drive sales of the sunglasses. Taking a humorous twist to popular TV police dramas, the spot drives viewers to buy the sunglasses in support of the [Vancouver Police Foundation](#) and visit the [website](#) (www.vancouverpolicefoundation.org) to find out more about the organization and how proceeds benefit the community.
- With each pair of the VPD glasses, the Vancouver Police Foundation offers a free annual membership (2015-2016), which includes:
 - An opportunity to win a ride along experience with the VPD.
 - Quarterly report from the Chief Constable Adam Palmer on policing issues in our community.
 - Invitations to special, members-only events.
 - A personalized Foundation membership card.
- A Social media contest using hashtag **#VPDPARTNERS** coincides with the campaign. It invites people to submit photos wearing the VPD sunglasses for a chance to win a unique Ride-Along police experience and other prizes. Symbolizing the solidarity between the people of the city and the Vancouver Police Department, the photos from the contest can be viewed on the [Vancouver Police Foundation’s website](#) (www.vancouverpolicefoundation.org/shades) as a visual tribute to the police officers. Contest ends on August 30th.
- The VPD aviator shades will be available for purchase for \$20 each starting June 15, 2015 on [Vancouver Police Foundation’s website](#) (www.vancouverpolicefoundation.org/shades), or at [Vancouver Community Policing Centres](#) and all Vancouver London Drugs’ stores. For all retail locations visit [Vancouver Police Foundation’s website](#) (www.vancouverpolicefoundation.org/shades) or follow us on Twitter and Facebook for up-to-date news.