



News Release
Ashland Police Department
www.ashlandpolice.us
Douglas A. Goodman, Chief
Date: November 23, 2009

Ashland Police Announce 2009 Holiday Shopping Safety Information

The Ashland Police Department would like to inform the members of the media and our citizens of the proactive measures that the Ashland Police Department will undertake to ensure a safe holiday season. To supplement our existing patrols, the police department is taking extra steps to protect our citizens and visitors of our retail businesses.

Citizens and shoppers will notice an increased uniform presence in the retail areas this season. Auxiliary Officers, a dedicated group of highly trained volunteer law enforcement officers, will be conducting high visibility patrols during the peak shopping hours in the evening. Additionally, during the Christmas Break, investigators, command staff and the crime prevention officer will be utilized to increase visibility. These officers will be patrolling by both vehicle and on foot.

A small team of specially trained officers will also be conducting patrols on mountain bikes. Members of the Bike Patrol Unit will be riding in the parking lots and along the corridors of our retail areas. Due to their method of travel, these officers will be able to move much quicker in congested areas, while remaining very approachable by citizens.

To maximize the effectiveness of our resources, the deployment strategy is based on the areas which experience higher traffic due to shopping. This increase will be in addition to the regular staffing of the agency.

In addition to safety in our retail areas, the Ashland Police Department will provide extra officers to ensure the safety of our roadways. Through a grant from the Virginia Department of Motor Vehicles, overtime patrols will be conducted by officers focusing on the apprehension of intoxicated and aggressive drivers.

Chief Doug Goodman says, ***"It is our hope that our increased presence will bring comfort to shoppers and proprietors, while providing a strong deterrent to criminal activity."***

Our Crime Prevention Unit conducts safe shopping programs and will be happy to share crime prevention tips and safe shopping measures. If you have any questions, please call Officer Tommy Gilbert at (804) 798-1227 ext. 615.