



News Release  
Ashland Police Department  
*www.ashlandpolice.us*  
*Douglas A. Goodman, Chief*  
*Date: November 23, 2010*

---

**As the holiday season approaches, the Ashland Police Department would like to remind shoppers to protect themselves and their vehicles from criminal activity. Therefore, we are providing some tips for you to consider, which could help better protect you and your property while you are shopping.**

### **SHOPPER SAFETY TIPS**

- Always keep your purses and wallets close to you, never take your eyes off of your personal belongings or leave them unattended in your shopping cart.
- If you carry a wallet in your back pocket, consider moving it to a front pants pocket.
- Be aware of who may be around you in stores or in the parking lot.
- Carry only the credit/debit cards that you plan on using that day. Try not to keep all of your credit/debit cards together.
- Sign the backs of your cards for verification, or note "check ID" in lieu of your signature.
- Try not to carry excess cash or unnecessary items with you while shopping.

### **PARKING LOT SAFETY**

- Always be aware of your surroundings.
- If shopping at night, park in well lit areas.
- Never leave your vehicle unlocked.
- When walking to your vehicle, look prepared by having your keys in your hand, your purse and other packages close to you and always watch for what is around you.
- Never leave holiday packages, or other valuable items visible inside of your vehicle.
- If possible, shop with others and walk in groups. It is safer to have another person with you.
- If you see suspicious people or activity, go back into the store or to a populated area and contact the police immediately.

These safety tips are intended to help protect you from theft, fraud or other criminal activity. The Ashland Police Department is intensifying our patrol activity in our shopping areas during the holiday season and your observance of these tips can help prevent you from being a victim of crime.