



WEST END BIZ AND PARTNERS INTRODUCE NEW SAFETY GUIDE FOR CRIME PREVENTION MONTH

MEDIA RELEASE

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Winnipeg, MB – On Thursday, November 23, 2017 the West End BIZ, along with supporting partners Winnipeg Police Service and Winnipeg Committee for Safety, will introduce the latest edition of “Partners in Prevention”, A Crime Prevention & Safety Awareness Guide for Businesses & Their Employees

This official launch of the new guide will take place at the **West End BIZ office**, located at **581 Portage Avenue, at 11 am**. The media are invited to attend. **Inspector Jim Anderson** and other members of the **Winnipeg Police Service** will be in attendance.

The guide is a hands-on educational resource providing valuable information to help prevent businesses and individuals from becoming a victim of crime.

The guide was first printed in 2008 with excerpts from the original Winnipeg Police Service Counter-Action Handbook incorporated into the content. The popularity of the guide saw several updated versions produced since then to include new information for addressing emerging challenges such as identity theft and point of sale fraud. This latest guide offers the most comprehensive information to date.

Safety Initiatives and a “Who do you call?” reference sheet of critical contact numbers. is included in the guide. The guide was recently distributed to all West End businesses and stakeholders and it is now available for anyone to download at no cost from the BIZ’s website, www.westendbiz.ca. Hardcopies are available at the BIZ office.

West End BIZ Executive Director Gloria Cardwell-Hoeppner says, *“Education is important in helping to prevent crime. Criminal activity can happen anywhere so we wanted to make the guide available to everyone.”*

“This easy to read guide can help prevent an individual or business from becoming a victim of crime, and prepare you if one does happen. I consider it a valuable tool for my staff. Every business owner should have one and everyone should read it,” adds **Jeremy Epp, of Independent Jewellers**, a proud West End business.

“The West End’s flourishing business community can utilize the Partners in Prevention Safety Guide for effective crime prevention strategies, community-based programming and personal safety tips. This thorough guide is essential reading for business owners and community members alike” - **Cindy Gilroy, City Councillor for Daniel McIntyre & Chairperson, Winnipeg Committee for Safety**

“The Partners in Prevention Safety Guide Book is an accessible tool that equips business owners and employees with the knowledge they need to help prevent crime, increase safety, and provide quality customer service to their diverse and thriving community” - **Crystal Van Den Bussche, Coordinator, Winnipeg Committee for Safety**

The West End BIZ extends its sincere appreciation to the Winnipeg Police Service for supporting the guide, the WPS staff at Community Relations for providing their assistance and the Winnipeg Committee for Safety for their funding support.

We also extend our thanks to the Downtown BIZ and Exchange District BIZ for the partnership in our patrol programs.

The West Business Improvement Zone is a non-profit organization committed to working with business and area stakeholders to enhance, promote, advocate for, and support Winnipeg’s West End

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For further information please call Gloria Cardwell-Hoeppner, West End BIZ at 204-954-7900 or 290-9378