



MEDIA ADVISORY

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FOR IMMEDIATE RELEASE

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Gwinnett Place CID Increases Security Patrols Across District in Advance of Holiday Season

Media invited to participate in CID-coordinated public safety “ride-alongs”

(DULUTH)—The Gwinnett Place Community Improvement District (CID) is again increasing the public safety presence throughout greater Gwinnett Place in time for the busy holiday shopping season.

Extra private security professionals contracted by the CID will expand upon the current seven-day patrols. The added measures will continue for a six-week period accounting for the balance of 2012.

Uniformed professional public safety personnel from Specialized Intelligence and Security Inc. will monitor retail centers, high-traffic areas and other Gwinnett Place area businesses, according to CID Executive Director Joe Allen.

“Because Gwinnett’s central business district at Gwinnett Place is a one-stop-destination for shoppers looking for a great mixture of quality retail, entertainment and dining experiences, we draw many families from across Metro Atlanta during the holiday season.” Allen said. “We have received very positive feedback from shoppers and businesses with the added security presence in the past. We are continuing these efforts to ensure that Gwinnett Place is a fun, exciting and safe destination for everyone this season.”

The public safety officers operate in close cooperation with Gwinnett County Police to notify law enforcement of any potential criminal activity. Officers will use vehicles bearing CID markings.

Enhanced security efforts made by the Gwinnett Place CID continue to yield results. Crime continues to decline in the area, with robbery down 57%, commercial burglary down 27%, thefts down 35%, and motor vehicle theft down 35%. Total crime has been reduced by 34% over the last five years.

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Ride-alongs with CID-funded safety patrols are offered to media. To schedule a ride-along with a patrol member, please contact Joe Allen, Executive Director, at (678) 924-8171.