



MEDIA ADVISORY

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FOR IMMEDIATE RELEASE

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Gwinnett Place CID Offers Media Ride-Alongs to Exhibit Enhanced Holiday Season Security Efforts for Shoppers

(DULUTH)—The Gwinnett Place Community Improvement District (CID) is offering holiday season ride-alongs to Metro Atlanta media outlets to show case Gwinnett's central business district's enhanced safety patrols for shoppers.

In addition to the CID's year-round patrols, the Gwinnett Place CID has funded enhanced public safety efforts including uniformed, professional public safety personnel to monitor retail centers, high-traffic areas and other Gwinnett Place area businesses. The CID has hired Paradigm Security Services, Inc., to assist in the effort.

"We are here to make sure that Gwinnett Place remains a safe place during the busy holiday season," said Rick Strawn, CEO of Paradigm Security.

"We invite all Metro Atlanta media outlets to join us in ride-alongs to view the enhanced safety measures. Gwinnett's central business district at Gwinnett Place is a one-stop-destination for the region's shoppers. We work to help ensure that Gwinnett Place is a fun, exciting and safe destination for everyone each holiday season," says Joe Allen, Executive Director of the Gwinnett Place CID.

The GPCID safety patrol 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 as crime continues to decline in the area. Recent statistics show that robbery is down 52%, commercial burglary is down 24%, thefts are down 48%, and motor vehicle thefts are down by 65%. During the same reporting period, the number of area traffic accidents also showed a noticeable decrease – down 56% from 2007 levels. Overall tracked crime incidents are down 49% in the CID during 2012 from the CID baseline year of 2007.

Ride-alongs with CID-funded safety patrols are offered to all Metro Atlanta media.

To schedule a ride-along with a patrol member, please contact Joe Allen, Gwinnett Place CID Executive Director, at (678) 924-8171.