

STATE OF ARIZONA
ARIZONA AUTOMOBILE
THEFT AUTHORITY
WWW.AZWATCHYOURCAR.COM



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**For Immediate Release
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**ARIZONA AUTO THEFT INVESTIGATORS & ARIZONA CRIME
PREVENTION ASSOCIATIONS UNVEIL NEW "SLEIGH RIDE"
PSA FOR 2011 HOLIDAY SEASON OF SAFETY**

PHOENIX – Did you know December is the highest month for vehicle burglaries in Arizona? Don't let the Grinch spoil your holidays; take extra precautions to secure your vehicles and valuables this holiday season.

In a collaborative effort to curb holiday crime, the Arizona Auto Theft Investigators Association (AATIA) & Arizona Crime Prevention Association (ACPA) are pleased to announce the launch of a :60 second holiday Public Service Advertising (PSA) titled, "Sleigh Ride," which features a holiday jingle reminding vehicle owners and holiday shoppers to secure their vehicles and Lock, Take and Hide All Valuables.

The PSA is being distributed statewide to TV, Radio and digital media partners, free of charge, with authority to broadcast on stations unlimitedly, until November 9, 2013. The end tag line was recorded by Lieutenant Bruce Smith with the Tucson Police Department's Auto Theft Unit, who generously donated his equipment and time for this project. The Associations are hopeful the PSA will begin broadcasting soon and run throughout the 2011 holiday season

AATIA and ACPA will host a press conference to unveil the "Sleigh Ride" PSA along with other public safety ads on:

**Wednesday, December 7, 2011 – 10:00 AM
Fiesta Inn Resort – 2100 S. Priest Drive, Tempe AZ. 85282**

To View and Download the PSA online at ACPA's website - <http://www.acpa.net/PSA.htm>. An audio file is also available for statewide radio partners.

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Some additional safety tips to assist the public in not becoming a victim this holiday season include:

Layer #1 - Common Sense Reminders - Lock your car & always take the keys with you. Park in well lit areas. Do not leave valuables in plain view - lock merchandise in the trunk. If you do not have a trunk, keep packages covered and out of sight. Never leave your vehicle running and unattended. If you observe any suspicious persons or activity, immediately report this to parking security or contact the police. Do not hide a spare set of keys in the car - the pros know where to look. If you have a garage, use it.

Layer #2 -- Visible & Audible Warning Devices - Any device that can be SEEN or HEARD and alerts thieves that your vehicle is protected. Some popular examples include: Audible alarms, steering wheel locks, brake locks. Vehicle Identification Number (VIN) etching on vehicle windows – Check out the AATA Events Calendar for a list of upcoming events - www.azwatchyourcar.com.

Layer #3 – Immobilizers - Prevent thieves from bypassing your ignition and hot-wiring the vehicle. Some popular devices include: Kill switches. Starter, ignition and fuel disablers. Smart keys, high security locks & keys, Fuse cut-offs.

Layer #4 -- Tracking Devices - Emits a signal to a police or monitoring station when the vehicle is reported stolen. Tracking devices are very effective in helping authorities recover stolen vehicles.

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