

STOLEN COLLECTION CREATIVE

For more information and campaign PDFs, go to StolenCollection.com

Key Names

MAYOR KEITH D. CURRY

CITY OF NEWPORT BEACH



CHIEF JAY R. JOHNSON

NEWPORT BEACH POLICE DEPARTMENT

LIEUTENANT JON LEWIS

NEWPORT BEACH POLICE DEPARTMENT



ETA ADVERTISING, INC.

BASED IN LONG BEACH, CA



Media Contact:
Rachel Shelley
Tel: (562) 499-2305
Email: rshelley@etaadvertising.com

For Immediate Release

Newport Beach Police Department Launches Innovative Property Crime Awareness Campaign

December 4, 2013 - Newport Beach, CA – Today, the Newport Beach Police Department launched an eye-catching and innovative multimedia advertising campaign titled “The Stolen Collection”. Through a variety of outdoor advertisements, local television broadcasts and online social media, the campaign will raise awareness about the issues of preventable crimes and property theft in Newport Beach. The Stolen Collection was designed to educate the community on property theft prevention and encourage residents to lock up and secure their valuables.

Mayor Keith D. Curry and Police Chief Jay R. Johnson kicked off the campaign this morning with a runway fashion show and question and answer session for members of the media. The six models walked the runway, posing as thieves with stolen purses, electronics, and accessories.

“This campaign has the potential to capture the attention of our Community,” said Chief Jay R. Johnson. “We expect The Stolen Collection to raise awareness and reduce crimes of opportunity within the City. As a Community, we can greatly decrease our property crime rates, and save taxpayer dollars by taking the extra steps to lock up our valuables, cars, and homes.”

Newport Beach is a safe city; violent crime rates are down by more than 30% this year. Property theft, however, accounts for over 96% of all reported crimes. Of those property thefts, more than 90% are preventable, involving unlocked cars, unsecured homes, and unattended personal property.

The Stolen Collection features models, posing as thieves with stolen goods, in the format and style of a designer fashion ad. The visuals are accompanied by the text “Secure your valuables or lose them.” The multimedia campaign covers over 14 square miles with placement on local buses, bus shelters, and gas stations. A 30-second companion video

will also air during previews at local cinemas as well as local television stations. A downloadable press kit and campaign PDFs can be found at <http://stolencollection.com/>.

About the Newport Beach Police Department

The Newport Beach Police Department was officially incorporated in 1906, and is committed to providing its community with the highest quality police services possible. The Newport Beach Police Department strives to provide a safe and healthy environment for all, maintaining the quality of life that is cherished by those who reside, work and visit here.

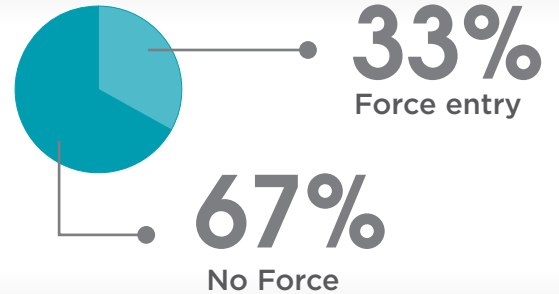
About ETA Advertising

ETA Advertising is a fully-integrated, award-winning advertising agency located in Long Beach, California. Some of their clients include UPS, NBC Universal, D.R. Horton, Toyota, Proterra and Signal Hill Petroleum.

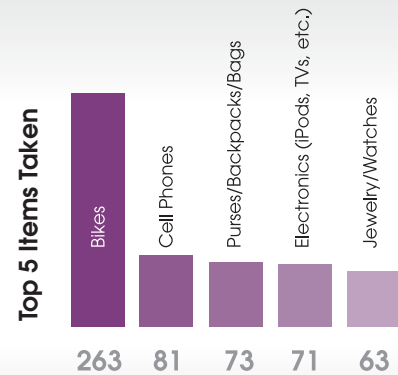
###

2012 NEWPORT BEACH CRIME STATISTICS

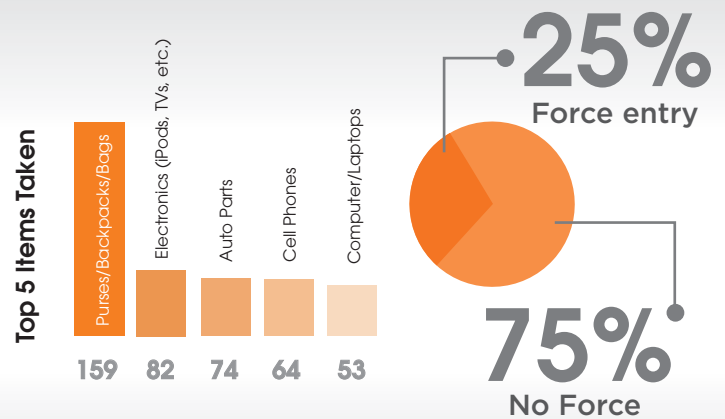
RESIDENTIAL BURGLARY



RESIDENTIAL PROPERTY THEFT



BURGLARY/THEFT FROM VEHICLE



AUTO THEFT

