



MEDIA RELEASE

THE NATIONAL CRIME PREVENTION COUNCIL AWARDS CEREMONY AND APPRECIATION DINNER 2014

1. The National Crime Prevention Council (NCPC) and the Police launched their second crime prevention video “Criminal Watch 2 – The Musical” during their annual Appreciation Dinner and Awards Ceremony 2014 on Friday, 18 July 2014. The event was graced by Minister, Prime Minister’s Officer, Second Minister for Home Affairs and Second Minister for Trade and Industry, Mr S Iswaran.
2. To help raise public awareness on the various types of scams, NCPC and SPF commissioned Night Owl Cinematics to produce a crime prevention video. It follows the highly successful *Criminal Watch 1* which has attracted more than 1.1 million views since its launch in November last year.
3. *Criminal Watch 2 – The Musical* showcases how six cunning crooks perpetrate various scams to cheat their victims. The scams are based on actual modus operandi which victims in Singapore have fallen prey to.
4. Mr Tan Kian Hoon, Chairman of NCPC, said: “NCPC’s programmes and strategies evolve in tandem with social changes. It is important that our crime prevention messages are current and effectively disseminated. Given the popularity of social media today, we hope to leverage on “Criminal Watch 2 – The Musical” to raise public awareness of the various scams out there, and remind Singaporeans to be vigilant and guard against these common scams.”
5. *Criminal Watch 2 – The Musical* will be available at #criminalwatch on YouTube on 20 July 2014 after 3pm.

ABOUT NEIGHBOURHOOD WATCH ZONE SCHEME (NWZ)

The NEIGHBOURHOOD WATCH ZONE scheme was implemented by the Singapore Police Force (SPF) and the National Crime Prevention Council (NCPC) in 1997 with the aim of encouraging residents to work together with the Police to keep their neighbourhoods safe from crime.

The number of zones in this scheme has grown many folds from 26 in 1997 to 708 zones in 2013. The number of NWZ volunteers has also increased in tandem – from a mere 65 in 1997 to 5,990 volunteers till date. Overall, more than 95% of the resident zones in Singapore are on this scheme. In 2013 alone, more than 26,000 various crime prevention activities were conducted to educate the public on various crime prevention measures.

The NWZ Competition was introduced in 1999 to give recognition to outstanding Residents' Committees, Neighbourhood Committees and Neighbourhood Police Centres that have excelled in rolling out crime prevention programmes.

ABOUT THE NATIONAL CRIME PREVENTION COUNCIL

The National Crime Prevention Council (NCPC) is a non-profit organisation committed to promoting public awareness of and concern about crime and to propagate the concept of self-help in crime prevention. The Council comprises representatives from the commercial and industrial sectors, as well as from the public sector and the Singapore Police Force (SPF).

ABOUT “CRIMINAL WATCH”

To leverage on the power of social media, NCPC and the Police launched the “Criminal Watch” YouTube video in November 2013 to create awareness on various types of crime such as sextortion, online purchase scam and vehicle theft. The popular video, which can be found at #criminalwatch on YouTube, has received over 1.1 million views as of July 2014.