



**SINGAPORE  
POLICE FORCE**



## **MEDIA FACT SHEET**

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### **LAUNCH OF FESTIVE SEASON CRIME PREVENTION CAMPAIGN 2015**

The National Crime Prevention Council (NCPC) and the Singapore Police Force (SPF) launched the annual Festive Season Crime Prevention Campaign on 27 November 2015 at the Ang Mo Kio Central Stage to remind Singaporeans to stay vigilant against crimes during the festive season.

2. A train advertisement, an anti-money laundering television commercial and an anti-shop theft digital bus stop panel were unveiled during the event.
3. A two-day crime prevention roadshow was also conducted in conjunction with this campaign.

#### **“Are You Sure?” Train Advertisement**

4. The year-end period is a time for celebrations and shopping. In an effort to remind the public to be wary of “Cheating involving E-commerce” scams, a train advertisement featuring an anti-scam detective, “Are You Sure”, would run on the North South and East West MRT lines from 30 November 2015 to 27 December 2015.
5. The “Are You Sure” cartoon character appears in a series of educational videos on scams released by NCPC since May this year. In all the videos, this smart and suave detective always helps stop individuals from becoming a victim of scam, and also shares with them the tell-tale signs of a scam in progress.
6. Four of the eight anti-scam videos have been released and they have so far received more than 176,000 views on Facebook.

## **Don't be a Money Mule**

7. This festive season, the NCPC and Police would also like to remind the public to be wary of job offers that require the transfer of money to another bank account. One may unknowingly become a Money Mule and part of a money laundering business.

8. To increase awareness, the NCPC and Police produced an anti-money laundering television commercial which was also launched at the event. It would be aired on all local television channels starting from 27 November 2015.

## **Shop Theft Digital Bus Stop Panel**

9. Creative digital bus stop panels were rolled out to heighten the awareness of theft. The first panel, to be launched in December 2015, will feature a "Shop Theft Character Quiz" game that educates the public on shop theft in a fun and engaging way.

10. The game is available to the public at a bus stop located at Robinson Road, near Lau Pat Sat, from 10 to 23 December 2015.

## **Delta League Boys Join In the Fight Against Scams**

11. 1,000 Delta League boys became crime prevention ambassadors by rallying the public to pledge against scams in Ang Mo Kio and Jurong East. All pledges will be put on display at the roadshow in Ang Mo Kio and upcoming Delta League events.

## **Importance of Crime Prevention**

12. Mr Tan Kian Hoon, Chairman of NCPC, said: "The year-end period is a time for celebrations and revelry. We hope that this campaign can help remind everyone to stay vigilant and take all necessary preventive measures to avoid becoming victims of crime."

13. The Festive Season Crime Prevention Campaign will run from November 2015 to December 2015.

**ABOUT FESTIVE SEASON CRIME PREVENTION CAMPAIGN**

The Festive Season Crime Prevention Campaign is one of NCPC's signature events. Held since 1984, the publicity campaign aims to remind Singapore residents to stay vigilant while they are out shopping or partying during the festive season.

**ABOUT DELTA LEAGUE**

The "Delta League" is month-long youth engagement programme that is jointly organised by the Singapore Police Force (SPF) and the National Crime Prevention Council (NCPC). The programme, which is held during the June and December school holidays, uses soccer as a key medium to reach out to youths. Besides playing football, youths are also involved in a series of self-improvement and crime awareness activities. The main objective is to engage them meaningfully during the school holidays and instil correct values in them.