



MEDIA RELEASE

FIRST COMEDY CRIME PREVENTION VIDEO LAUNCHED ON SOCIAL MEDIA

General Information

A desperate housewife, a naive daughter, a man searching for love online, and a forgetful car owner are just a few of the interesting characters which one can expect to see in this first comedy crime prevention video jointly released by the National Crime Prevention Council (NCPC) and the Singapore Police Force (SPF). Launched on 30 November 2013, the video can be found at **#criminalwatch** on YouTube, as well as SPF and NCPC Facebook pages.

This crime prevention video, produced by popular film-making group Night Owl Cinematics, was launched at the NCPC's annual Festive Season Crime Prevention Campaign event by Grassroots Adviser and Member of Parliament for Pioneer Constituency, Mr Cedric Foo.

Besides using the video to advise the public to remain vigilant against crime during the festive season, the NCPC and SPF also deployed 800 Delta League participants island-wide to distribute and share crime prevention message with the public as part of the Delta League's Community Day event.

Festive Season Crime Prevention Campaign

The Festive Season Crime Prevention Campaign is organised annually by NCPC to remind the public to stay vigilant during the festive season period. This year, crime prevention messages will be disseminated through various media channels such as newspapers and bus stop panels.

Light-Hearted Crime Prevention Video Delivers a Serious Message

Created as a parody of NCPC's popular programme, Crime Watch, the new crime prevention video features Singaporeans who fall prey to various types of crimes such as theft, shopping scams and online extortion, albeit in light-hearted settings.

Chairman of the National Crime Prevention Council, Mr Tan Kian Hoon, said: "Behind the humour lies a serious message of crime prevention. I urge all to share this video with their loved ones, friends and colleagues so that they can be reminded to stay vigilant and guard themselves against common crimes."

Delta League Participants Share Crime Prevention Messages

Besides using the crime prevention video to deliver the crime prevention message, NCPC and SPF also rallied 800 participants from 56 Delta League football teams to spread crime prevention messages in Singapore at locations such as Ang Mo Kio, Jurong, Pasir Ris and Telok Blangah, as part of the Delta League Community Day's programme. The Delta League Community Day is held once every league season to inculcate among participants a sense of community spirit by working with NCPC and SPF to raise public awareness of concern crimes.

Life-Size Anti-Theft Policeman Standee Presented

To combat shop theft, a life-size Policeman standee was also unveiled at the event. This new design, which features a real policeman, will be placed at the entrances of shops and supermarkets in the coming months. The standee, aims to deter potential perpetrators.

ANNEX A

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. This year, various communications channels such as bus stop panels, social media, print, etc are used to convey the crime prevention message to the public. The campaign will run from December 2013 to January 2014.

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 getting to play football, youths are also involved in a series of self-improvement and crime awareness activities. The main objective is to engage youth meaningfully during their school holidays and to instil the correct values in them.

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).