



**COMBINED FORCES
SPECIAL
ENFORCEMENT
UNIT
BRITISH COLUMBIA**

Mailing Address:

Mailstop #408/409
14200 Green Timbers Way
Surrey, B.C., V3T 6P3
(778) 290-2040

MEDIA ADVISORY

Event: CFESU-BC in partnership and collaboration with the students of Kamloops School of the Arts (KSA), release of new End Gang Life, PSA videos

Contact: Sgt. Brenda Winpenny, Media Relations, CFSEU-BC 604-838-6800

Date: Thursday, April 26th, 2018

Time: 11:00 a.m. Please arrive early to be escorted to dance studio and set up.

Location: **Kamloops School of the Arts, dance studio, 13909 9th Ave. Please report to the office to be escorted to the dance studio**

Speakers: KSA Principal, Syd Griffiths - Welcome
S/Sgt Lindsey Houghton, CFSEU-BC - Intro to End Gang Life
KSA teacher, Kirk MacFarlane - Story of how this all came together
Sgt. Brenda Winpenny, CFSEU-BC - Partnership (challenges and relations)
KSA Student, Sydney Ramage

Media: Kamloops area media

Background

In the fall of 2017, while the CFSEU-BC was at the Kamloops School of the Arts, at the end of a series of End Gang Life school presentations at Kamloops schools, the CFSEU-BC recognized the unique skills, abilities, and passion of the teachers and students at the School of the Arts. It was proposed that the CFSEU-BC and KSA partner on the creation of new student-led End Gang Life public service announcements, with the support and instruction from the CFSEU-BC on filming techniques, creating visual stories, and branding. The result of this collaboration has been the creation of new End Gang Life videos, created by youth and for youth, which will help educate youth on the dangers of gangs and empower youth to make positive choices.

In Partnership with Abbotsford Police Department, Canadian Border Services Agency, Central Saanich Police Service, Delta Police Department, New Westminster Police Department, Organized Crime Agency of British Columbia, Port Moody Police Department, Royal Canadian Mounted Police, Saanich Police Department, South Coast British Columbia Transportation Authority, Vancouver Police Department, Victoria Police Department, West Vancouver Police Department



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Visuals

The three End Gang Life videos created by the students from KSA will be released and played for the media. Following the release, the videos will be available to the public, on the CFSEU-BC website, as well as on the CFSEU-BC's social media channels.

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CFSEU-BC Media Relations Officer: Sergeant Brenda Winpenny
Desk: 778-290-4677
Mobile: 604-838-6800

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