

SCSO releases new holiday public service announcement - 11/16/2012

The Seminole County Sheriff's Office (SCSO) today released a creative new public service announcement that cautions holiday shoppers about leaving valuables and purchases on display in vehicles. The one-minute video is a catchy spinoff on the "Sleigh Ride" Christmas carol. It will run in each of the county's four movie theatres starting today and continuing through Nov. 22.

The video is available to media outlets in a digital format, and can also be viewed on the SCSO YouTube channel at www.youtube.com/seminolesheriff

The public service announcement is part of an ongoing, county-wide vehicle burglary prevention campaign. Local law enforcement agencies in Seminole County are conducting vehicle safety checks and leaving courtesy notices on thousands of vehicles in typical burglary hotspots such as gyms, parks, schools, daycares, and commercial areas. The notices are designed to encourage drivers to lock their cars and avoid leaving valuables on display.

Since the launch of the campaign on Oct. 22, agencies have conducted more than 5,900 vehicle safety checks. The total number of safety checks, and the percent of vehicles that are "low risk" vs. "high risk" targets, is continually updated at www.seminolesheriff.org/VehicleSafety. The campaign is expected to reach more than 10,000 motorists by the end of the calendar year, and is a partnership between SCSO and the Altamonte Springs, Casselberry, Lake Mary, Longwood, Oviedo, Sanford, Winter Springs, and University of Central Florida police departments.