



BEYOND THE HEADLINES

FOR IMMEDIATE RELEASE

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Go “Beyond the Headlines” with the San Diego Police Department

San Diego Police Foundation invites citizens to explore police high-and low-tech operations at 10th annual fundraiser, October 20

WHO/WHAT: Join San Diego Police Chief William Lansdowne and “America’s Finest” officers for an exciting look “Beyond the Headlines,” Wednesday, October 20 at the San Diego Sports Arena.

Hundreds of San Diegans gather to see what police officers do, how they do it and get a feel for tremendous impacts made possible through citizen support. This year’s newest technology – tools and equipment used every day by the San Diego Police Department (SDPD) – will be on display.

WHY: San Diegans are often surprised to learn that needs of SDPD include items we take for granted, or think are already provided, like digital cameras and laptops. With severe budget cuts, the Foundation’s support is needed more than ever to help SDPD do their job.

WHEN: **Wednesday, Oct. 20, 2010**
11:00 a.m. to noon: Meet the SDPD; displays and demos; silent auction; reception
Noon: Special SWAT demonstration (*this is a secret to our guests, so please no mention until post event*)
12:05 to 1:00 p.m.: Program, including lunch

WHERE: **San Diego Sports Arena**
3500 Sports Arena Blvd, San Diego, CA 92110-4919
Media parking: Loading dock on the north side; please call for quickest access to the event

VISUALS: SWAT demonstration; SDPD “gadgets & gizmos” funded by the Foundation

INTERVIEWS: Police Chief William Lansdowne; Chief Shelly Zimmerman; San Diego Police Foundation

BACKGROUND: The fundraising event is put on by the San Diego Police Foundation (SDPF), which supports cost-effective opportunities that increase the efficiency of SDPD. Community support of the SDPF helps provide funding for upgraded equipment and educational programs.

SAMPLE ITEMS FUNDED BY THE FOUNDATION INCLUDE:

Canines (K-9s)	SWAT “PeaceKeeper” armored vehicle	Evidence collection equipment	Surveillance equipment
Police ATVs & bikes	Police horses	Lab equipment	Digital cameras
Digital recorders & video cameras	Training courses	Bluetooth technology & smartphones	SWAT tactical equipment

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