

**LOCKDOWN**  
COLORADANS AGAINST AUTO THEFT

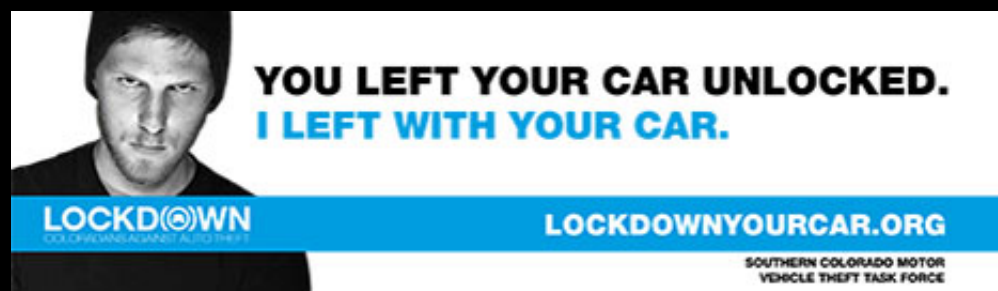
**LOWDOWN**

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## SPOTLIGHT: INTRODUCING CAAT'S SUMMER CAMPAIGN

The theme for this summer's campaign will play off of last year's summer campaign, featuring the thief. The main message to the public is "Unlocked Cars Get Stolen." The messaging will encourage Coloradans to lock their doors to protect themselves against auto theft during the summer months when auto theft usually spikes.



Lockdown billboard that will be displayed throughout Colorado Springs

The Lockdown message will reach citizens through an integrated advertising campaign, supported by a paid media campaign. This will include billboards, bus tails, bus shelters and interactive running in Colorado Springs to address the recent auto theft increases in that area. Additionally, the Denver market will have

Lockdown messaging through sponsorships with ESPN Radio and Red Rocks Amphitheatre, which include events and grassroots efforts.

### **Community Partnerships**

As part of our campaign, we have renewed our partnership with Red Rocks Amphitheatre. This summer we will display signage in each of the parking lots and at each venue entrance from July 1 – August 31. Combatting auto theft is a community effort, which is why we're partnering with Red Rocks Amphitheatre to remind thousands of event-goers to protect themselves from auto theft. CAAT will also hold a Facebook contest to give away tickets to three popular concerts at Red Rocks. Keep an eye out for contest details on our Facebook page!

We were also able to negotiate added value opportunities with our media partners. One of our new partners this year is ESPN Radio, who ranks first in time spent listening among all stations. We will be running :15 second radio messages on ESPN Denver throughout the month of July. In addition, we will also have presence at the following ESPN Denver events during July and August:

- Colorado Car Show Event on June 30
- Outlaws July 4 Game
- Dexter Fowler Show on July 25 and August 14
- Denver Beer Fest on August 17

Finally, the most crucial part of our campaign is task force support. This year we are developing a cutout photo board for task forces to take to events across the state as a fun way to engage citizens on the subject of auto theft. In addition, task forces will be provided with business cards and sunglasses to hand out at events. We also encourage using the Plinko Boards throughout the summer as well, as they provide a fun way to engage with visitors and inform them about auto theft. Please contact [Elle Queen](#) if you need further assistance with the Plinko Boards.



## MEDIA LAUNCH EVENT

We urge task force members to join us and demonstrate a strong show of CATPA support for this year's summer campaign kick off event! The event will be held at Garden of the Gods in the High Point Parking Lot. We have chosen to hold this year's event in the Colorado Springs community where we have seen an alarming increase in auto thefts in the last year. We would like to give a big thanks to Southern Colorado Auto Theft Task Force for taking the lead and for their partnership on the summer campaign!

The kick off event is a chance for us to unveil the creative campaign, provide you with your marketing materials and invite media to learn more about CAAT and its education and prevention efforts statewide.

When: Thursday, June 27 at 10:00am

Where: High Point Parking Lot at Garden of the Gods

[Click here](#) for a map to the event.

Directions from I-25:

Take Cimmaron Exit heading west.

Cimmaron turns into 24 W.

Turn right on Ridge Road.

Head straight past W. Colorado Ave until you reach the parking lot on the left side.

We hope to see you there!

## SUMMER CAMPAIGN MATERIALS

Our famous Lockdown shades are back!



Lockdown shades are available in orange, blue, pink, yellow and green this year!

If you cannot attend the Media Launch Event, we will be mailing you your materials. You can expect to receive the following materials in early July:

- Lockdown shades
- Lockdown business cards
- Lockdown press kit (complete with media tips, creative files and press release)
- Cutout photo board

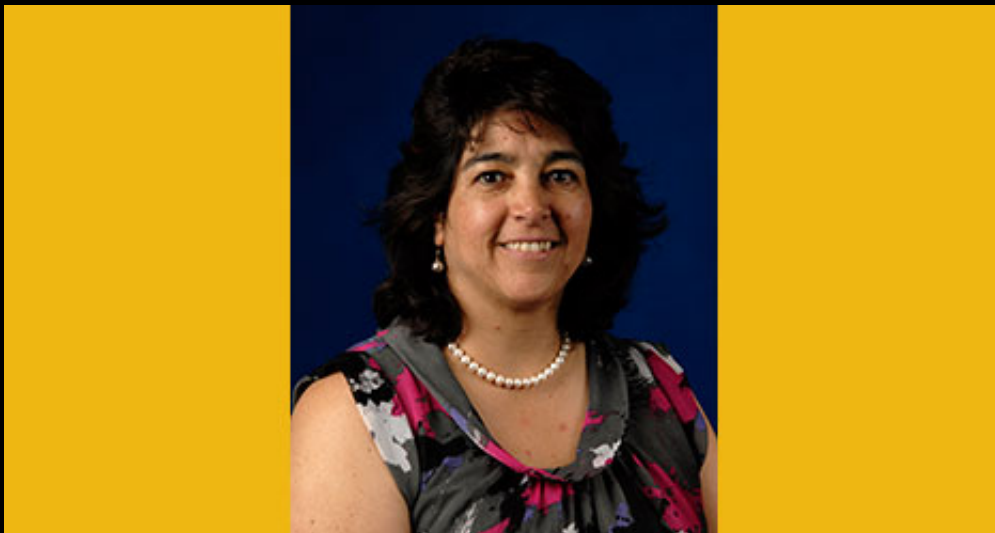
## MONTHLY LOCKDOWN TIP : SIGN UP FOR SUMMER EVENTS

Summer is a great time to reach the community as people are out and about attending events. Find an event in your community where you can have a presence. Hand out business cards and Lockdown shades and talk to your community about how they can protect themselves from auto theft.

## CATPA CORNER

Grant funding is awarded annually for automobile theft prevention, enforcement, prosecution and training. To combat auto theft, signed contracts will start July 1, 2013 to June 30, 2014. This is just in time for the summer season. June is a busy time to close out current grants and get ready for new grants.

CATPA recently welcomed Charla Phagan as the Program Assistant. Charla has a broad range of administrative experience coming to CATPA from the Division of Criminal Justice. Customer service is a priority to Charla and is demonstrated with her proficiency to work with the grantees. Please stop in any time to meet our new staff member!



New Program Assistant, Charla Phagan

Please remember, summer brings an increase in auto theft, so please be careful

and work safe!

## CONTACT US

### CAAT STEERING COMMITTEE CONTACTS

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