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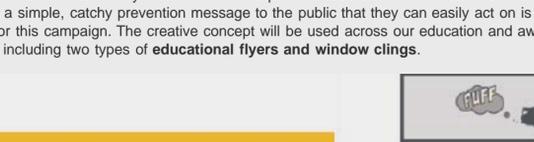
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Spotlight

Puff...Puff...Poof! Introducing the Lockdown Winter Awareness Campaign

Temperatures are dropping, which means car thieves will be back on the prowl for "puffers". CAAT and coalition partners are on puffer patrol with the launch of our winter public awareness campaign featuring high-profile TV spots, on-line advertising and new task force educational materials targeted at engaging citizens in the dangerous, illegal practice of leaving cars warming up *without* their owners.

This year's fresh campaign concept is designed to immediately grab people's attention and drive home the message: "You let your car puff, it will disappear, or POOF!"



While we know there are many means and consequences associated with stolen vehicles—promoting a simple, catchy prevention message to the public that they can easily act on is CAAT's PR goal for this campaign. The creative concept will be used across our education and awareness materials, including two types of **educational flyers and window clings**.



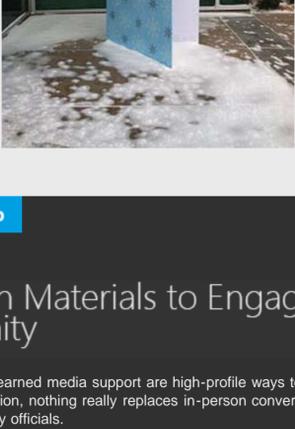
CAAT will leverage the prevention message through a statewide news release and pitch media stories that illustrate why auto theft is a gateway to other serious crimes. CAAT's Facebook page will be generating buzz with daily posts, Facebook ads and giveaways sprinkled throughout the winter months. **ALL CAAT materials and PR efforts are designed for task force use and we'd be happy to help customize them for your communities!**

But wait there's more! Watch for CAAT's "Winter to Forget" TV commercial to start airing December in both the Denver and Southern Colorado media markets on national networks like Discovery, TBS and Comedy! As members of our Lockdown team, all partners can promote the message and feature the spot on websites and in social media. The Southern Colorado Task Force and CAAT have joined forces with KKTU to air the spot during local news and primetime, as well as website ads and shared Facebook posts.

Check out our TV commercial in which a holiday present intended for the wife becomes a "puffer" present for a thief, stealing the husband's holiday gift reveal moment.



The winter auto theft prevention campaign will again capture public attention with the giant Thank You cards. Our 6 x 4 feet stand-up "Thief Thank You" cards will be displayed this year at locations around the Denver metro area, including the Aurora Mall and the Denver Coliseum—driving home the message: if you leave your car running, a thief will thank you. Take a page out of your fellow law enforcement agencies' playbook: **Here's the Thief Thank You Card in front of the City Hall in Commerce City—Sgt. Tom Poe arranged for the location and used CAAT's resources to bolster their own public education efforts!**



Monthly Lockdown Tip

New Education Materials to Engage Your Community

While the paid advertising and earned media support are high-profile ways to increase overall awareness of auto theft prevention, nothing really replaces in-person conversations with citizens, business owners and community officials.

To help facilitate those conversations, we have created a few easy-to-use tools to help your efforts in educating the public on how to prevent auto theft.

Window Clings

Each task force will receive "Puff, Puff, Poof" window clings to distribute in their community.

Why: To bring awareness to the consequences of puffer behavior by placing clings in windows of local businesses where the message will reach citizens where they might be tempted to leave their car running unattended.

Where to place: Examples of high-traffic locations prone to puffer activity include gas stations, convenience stores, restaurants, banks and dry cleaners.

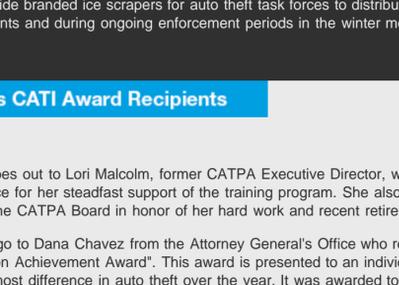
How to place: Ask permission from store manager to place removable clings in window by the door.

Need help? Please contact [Benoit Guin](#).



Educational Flyers

The campaign education flyers provide tips and drive citizens to CAAT's website and Facebook for more information. These can be placed in community buildings for citizens to take and passed out during your regular enforcement periods.



Ice Scrapers

CAAT will provide branded ice scrapers for auto theft task forces to distribute at community events and during ongoing enforcement periods in the winter months.

Congratulations CATI Award Recipients

Special recognition goes out to Lori Malcolm, former CATPA Executive Director, who was recognized at the CATI conference for her steadfast support of the training program. She also received a special award presented by the CATPA Board in honor of her hard work and recent retirement.

Congratulations also go to Dana Chavez from the Attorney General's Office who received the "Detective Art Peterson Achievement Award". This award is presented to an individual that the CATI board felt made the most difference in auto theft over the year. It was awarded to Dana because of his hard work and dedication. He has built strong partnerships to support the efforts of reducing auto theft and has successfully taken on other tasks, such as his membership on the CATI Board and his hard work on a successful 2013 CATI conference.

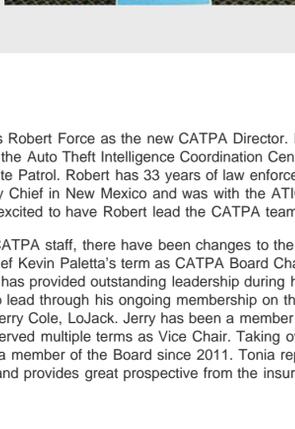


EMATT received the CATPA Auto Theft Team Award based on their innovation, collaboration with partners, including other task forces, CATPA grantees, and other jurisdictions. The award was also given based on data that showed a progression on reducing auto theft annually. Congratulations to all the award recipients!



CATI attendees also had a little fun with our Lockdown beanbag toss game.

Congratulations go out to Sgt. Mitchell Harper (pictured right), Lakewood Police Department and Det. Dennis Alps, Northglenn Police Department (pictured left), the winner and runner-up of the beanbag game respectively. Special thanks to [Progressive Insurance](#) for their generous prize donation of a \$50 gift card.



The CATPA office welcomes Robert Force as the new CATPA Director. Director Force came to CATPA from the Auto Theft Intelligence Coordination Center (ATICC) at the Colorado State Patrol. Robert has 33 years of law enforcement experience, including Deputy Chief in New Mexico and was with the ATICC for more than 3 years. We are excited to have Robert lead the CATPA team.

Along with changes to the CATPA staff, there have been changes to the CATPA Board. Lakewood Police Chief Kevin Paletta's term as CATPA Board Chair ended in September. Chief Paletta has provided outstanding leadership during his time as Chair and will continue to lead through his ongoing membership on the Board. Taking the role of Chair is Jerry Cole, LoJack. Jerry has been a member of the Board since 2009 and has served multiple terms as Vice Chair. Taking over the Vice Chair is Tonia Rumer, a member of the Board since 2011. Tonia represents the Colorado Farm Bureau and provides great perspective from the insurance industry.

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