

**FOR IMMEDIATE RELEASE**

## **BCCPA launches *Ask an Expert* column**

*Burnaby, January 15, 2008:* As part of its ongoing commitment to educate the public on hot crime prevention topics, the BC Crime Prevention Association has launched an *Ask an Expert* column on its website at [www.bccpa.org](http://www.bccpa.org)

BC Crime Prevention Association staff constantly use their resources to stay on top of current crime prevention issues throughout the province and issue news releases where it is considered in the public interest to offer timely advice on a particular issue to help prevent another incident and reduce victimization through education and awareness.

Members of the public become aware of current crime incidents and trends through the media, word of mouth and, hopefully, by attending information sessions and seminars but sometimes crimes, particularly scams, come to the association's attention that immediately prompt the question: With all the publicity and information that is publicly available, how could this person still become a victim of a crime that is so preventable?

"No matter how hard we try" laments Valerie MacLean, Executive Director of the BC Crime Prevention Association "there are always a handful of people who fall through the cracks. It is a challenge for us to seek new ways to get our messages out to the people who need it. This column is one such initiative."

Running under the *Crime Shield* banner, the *Ask an Expert* column will add a new resource for crime prevention information pertinent to British Columbia. In situations where BCCPA staff do not have the answer in-house, they will obtain information from experts through its resource network.

The column becomes operational on January 15, 2008 and can be viewed on the home page of the association's Web site. The column topic will be frequently updated and refreshed depending upon response.

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*If your organization or media outlet is interested in carrying the Ask the Expert column on a regular basis, please contact us for further information and timelines.*

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