(INSERT YOUR POLICE DEPARTMENT SEAL/LOGO HERE)

(SUGGESTED) MEDIA ADVISORY FOR SHOTSPOTTER CUSTOMER AGENCIES ONLY

Date: June xx, 202x

(Name of City/Agency) Police Department to Curb Fourth of July Celebratory Gunfire and Improve Community Safety by Using ShotSpotter Gunfire Data and Alerts

What: Celebratory gunfire is a common problem in many cities, particularly over the Fourth of July Holiday weekend. Sadly, it often has tragic results when innocent people are hit by the stray bullets and are injured or killed. The reality is that any bullet discharged from a gun, even into the sky, must land somewhere, and when it does, the risk of injury or death is significant.

The (name of the agency) Police Department and the City/County of (name) are committed to a policy of zero tolerance of illegal gun use and to combating gun violence in the community. Our mission is to protect the quality of life for all residents by creating an environment of enhanced safety and security.

During the upcoming holiday period, the police department will be deploying patrol officers in specific areas of the city that had the highest amount of illegal celebratory gunfire on New Year's Eve and July 4th last year. Additionally, officers will communicate with residents in those areas prior to the holiday weekend to reinforce the city policies around celebratory gunfire. During the holiday period, officers will respond to all ShotSpotter activations throughout the city, and particularly in hotspot areas, and will arrest anyone caught discharging a firearm in public. As normal, officers will be deployed throughout the city to maintain the peace, prevent crime and violence, and arrest drunk drivers.

How: The (name of the agency) Police Department utilizes SoundThinking's ShotSpotter technology from to help identify, locate and deter gun violence, while also helping the agency gather gunfire intelligence and data to proactively fight crime and violence. The solution provides real-time gunshot location data, enabling informed decisions for faster and more accurate emergency response, while improving situational intelligence and increasing first responder safety.

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For more media information, contact:

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