

NEWS

Police launch zombie video

By David Lea
METROLAND WEST MEDIA GROUP

Halton police hope the undead will catch public attention to spread the message of crime prevention.

The Halton Regional Police Service announced last Thursday it's using the popular fictional, flesh-eaters in a new campaign to encourage people to lock their vehicles, homes and report suspicious people or activity in their neighbourhood.

A two-minute video launched as part of the campaign shows a pair of the walking dead advancing on an unsuspecting gardener, but instead of devouring her, they enter her unlocked home, steal a purse, laptop and, ultimately, her vehicle (yes, these zombies can drive).

One of numerous campaign posters shows desperate residents trying to keep a horde of zombies out of their home with the caption, 'Honey, we really gotta start locking our doors...' The posters and video feature the tagline 'Don't be a zombie to crime prevention.'

"We wanted to capitalize on the current popularity of zombies in television series and movies, and tie it into a seasonal Halloween launch to catch the attention of a new generation of young people, and zombie fans of all ages, to drive home a strong crime prevention message," said Halton Police Chief Steve Tanner.

The video is being shown prior to most movies in the Cineplex Odeon and Galaxy cinemas in Milton, Oakville and Burlington until November 7, and has been posted on YouTube and shared via the police service's website at www.haltonpolice.ca and its Twitter account @HaltonPolice.

A series of eight zombie-themed posters are displayed in local businesses and distributed to various community partners around the region. The video and posters were made by members of the Halton Regional Police Service and their families and shot in Burlington.

View the video at www.youtube.com/watch?v=KFJi2LYncik.

OFFER ENDS
OCTOBER 31ST

FACTORY AUTHORIZED

CLEAROUT

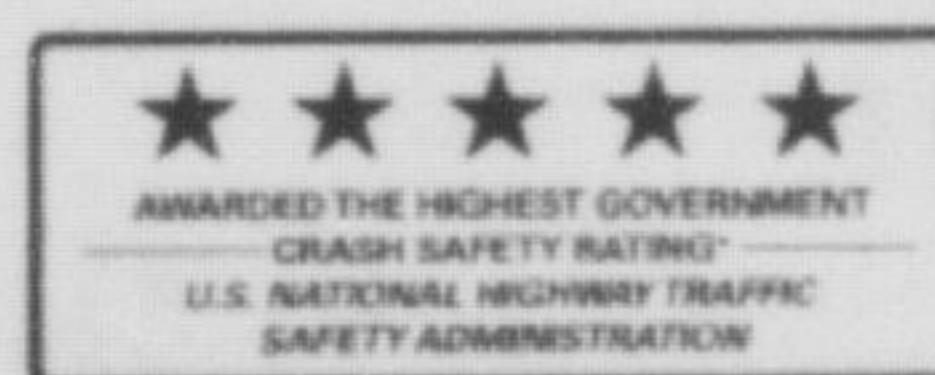
HURRY IN TO GET AN AMAZING DEAL DURING THE 2013 CLEAROUT

0%[†] FOR UP TO **96** MONTHS
FINANCING ON ELANTRA L MANUAL

GET UP TO
\$10,000
IN PRICE ADJUSTMENTS[‡]
(AMOUNT SHOWN ON THE 2013 GENESIS 5.0L GDI R-SPEC)

2013 ELANTRA L

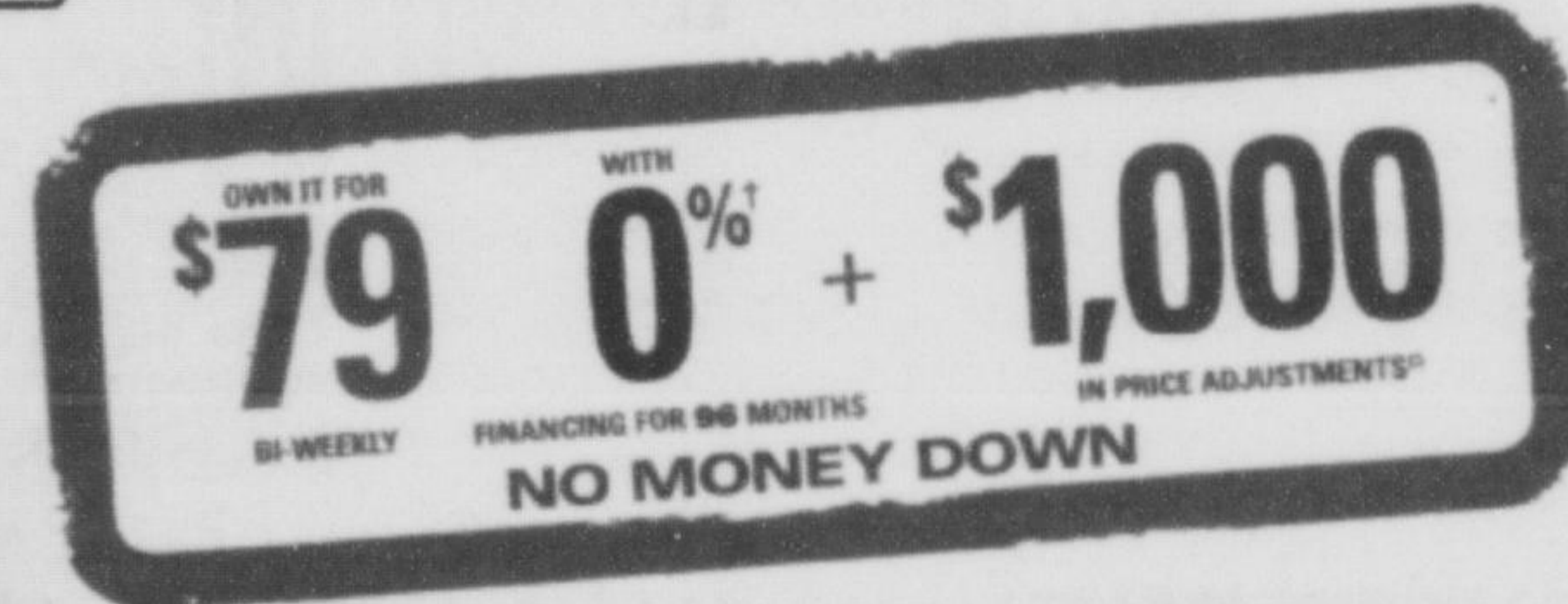
SELLING PRICE: \$16,535* ELANTRA L 6-SPEED MANUAL \$1,000 PRICE ADJUSTMENT[‡], FEES, DELIVERY & DESTINATION INCLUDED. PLUS HST.



Inventory is limited.
Dealer order may be required.

HWY: 5.2L/100 KM
CITY: 7.1L/100 KM*

Limited model shown



STANDARD FEATURES INCLUDE:

6 AIRBAGS + IPOD®/USB/AUXILIARY INPUT JACKS + POWER WINDOWS & DOOR LOCKS + ABS WITH TRACTION CONTROL SYSTEM + DUAL HEATED POWER EXTERIOR MIRRORS

2013 SONATA SE



Inventory is limited.

HWY: 5.6L/100 KM
CITY: 8.7 L/100 KM*

Limited model shown



SELLING PRICE: \$23,935* SONATA SE AUTO. \$5,250 PRICE ADJUSTMENT[‡], FEES, DELIVERY & DESTINATION INCLUDED. PLUS HST.

STANDARD FEATURES INCLUDE:

SPORT-TUNED SUSPENSION + HEATED FRONT/REAR SEATS + 18" HYPER-SILVER ALLOY WHEELS + SIRIUS XM™ RADIO WITH BLUETOOTH® HANDS FREE PHONE SYSTEM + POWER SUNROOF

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