

# Toronto Police Service News release



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## Toronto Police Service Launch Gun Amnesty

**Broadcast time:** 13:15

Friday, November 4, 2005

Public Information

416-808-7195

Today, Chief William Blair was joined by Attorney General Michael Bryant and Minister of Community Safety and Correctional Services Monte Kwinter to announce the gun amnesty program that will run during the month of November.

As part of the recently announced Project PEACE program – Public Education And Crime Eradication – the Toronto Police Service will be using a broad public relations campaign to encourage the safe and secure surrender of firearms. From Monday, November 7, 2005 to Wednesday, November 30, 2005, people turning any type of firearm over to police will be able to do so without possession charges being laid.

“The men and women of my service have been working tirelessly, this summer, to remove guns from the hands of criminals,” said Chief Blair. “We hope that others will help us by turning their weapons safely and securely over to police.”

Police want to encourage anyone with any type of gun to call police at 416-808-2222 to make arrangements for pick-up.

“We need to do everything we can to attack the supply of guns. If, through this amnesty, we get even one gun off the street it will have been worthwhile,” said Bryant. “One gun turned in could mean lives saved and families preserved.”

The Toronto Police Service gun amnesty program is being made possible through financial support from the Government of Ontario. The funding allows for a broad public awareness campaign that focuses on anyone who owns a gun or knows of someone who does. Through television, radio and print public service announcements, it is hoped that people will reconsider their reasons for possessing a firearm and turn them in during the amnesty. It is the right thing to do.

In July, 2005, the Toronto Police Service launched the two-year Project PEACE initiative. The project, made possible through a grant from the Government of Ontario, uses prevention, education and enforcement initiatives aimed at getting guns out of the hands of young people and young people out of the hands of gangs. A gun amnesty was one of the many initiatives announced during the Project PEACE launch.

“We continue to work with our partners to offer positive opportunities for young people in

Toronto,” Kwinter said. “By helping to steer kids away from gang involvement, we can help make their communities and all of Toronto a safer place to live.”

The public awareness campaign was created by Hoc Roc Media and Compass 360 in partnership with the Toronto Police Service. Media partners who wish to contribute to the gun amnesty by offering scheduled space for any of the public service announcements are asked to call Toronto Police Service Public Information at 416-808-7100.

See attached backgrounder information.

See attached Government backgrounder.

See attached Peace backgrounder.

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Constable Wendy Drummond, Public Information, for Meaghan Gray, Public Information