



PUBLIC INFORMATION DIVISION
1200 Clark Ave.
St. Louis, Missouri 63103
(314) 444-5603

NEWS RELEASE

METROPOLITAN POLICE DEPARTMENT

Service, Integrity, Leadership, and Fair Treatment to All

May 9, 2011

“Sam Safety” to Make Debut

Mascot is part of department’s expanding Officer Friendly program

The Metropolitan Police Department, City of St. Louis’ (“the department) Officer Friendly program has taken another “hop” in trying to reach children in the community. A lovable bunny named “Sam Safety” will make his debut as the program’s mascot on Wednesday, May 11 at 11 a.m. at Cote Brilliante Elementary School.

Throughout the last two years, Community Outreach Officers in each of the nine police districts have served as Officer Friendly during visits to SLPS elementary schools. The officers educate students on safety practices and build relationships with students in the hopes they will see police officers in a positive light. Students also receive a *Play it Safe* coloring book starring Sam Safety which was illustrated by civilian employee Karl Johnson. As a result of a donation from the St. Louis Police Foundation, Sam Safety was brought to life in the form of a costume.

An essay contest was held to determine where Sam Safety would first appear. Students who previously met Officer Friendly were asked to write about what they learned from the experience. Cote Brilliante first grader Tyonna Avery authored the winning entry.

Who: Metropolitan Police Department/St. Louis Police Foundation
What: Sam Safety Debut
When: Wednesday, May 11, 2011 at 11 a.m.
Where: Cote Brilliante Elementary School, 2616 Cora Avenue

###