

NEW LONDON POLICE DEPARTMENT

PRESS RELEASE

Incident type: "Find it Fast" campaign announced

Location: City of New London

Date/Time: Summer 2008

Details: If the pizza delivery person can't find your address, it's a big hassle. If the post office can't find your home, it's a problem. If police firefighters, or an ambulance crew responding to your 911 call can't find you, it could be a tragedy.

The New London Police Department, along with several community partners, announce the "Find it Fast" campaign. This program is intended to ensure that all residences in New London have proper address displays that can be easily seen by emergency responders.

"By ordinance, house numbers must be at least 3 inches high, be mounted on the front of the house, and contrast with the background color of the house," said New London Police Chief Kevin Wilkinson. "But residents can do even more to make sure emergency workers are able to find them in a crisis. Numbers are easier to read if they are not brass, are not mounted vertically, and are not in the shadows at night," stated Wilkinson. "We recommend that residents go to the curb in front of their house at night and see what emergency responders see. What looks like a great display in the daytime might be far less conspicuous at night." Some people even use more than one display, such as one on the house and one on a light post, according to Wilkinson.

The police department is joined by several allies in the project. Emergency response partners include the New London Fire Department and New London Family Medical Center/Ambulance. The New London Post Office is assisting with identifying residences that have missing or improper address displays. New London Building Supply and the local Wal-Mart have agreed to discount their house numbering materials through July 15 in support of the campaign.

Even a pizza delivery restaurant is joining the project. Those residents who think their address display is very good are invited to take a picture of it- from the curb, as emergency responders would see it- and drop the photo off at New London PD. Ten exemplary addresses will be rewarded with a large Jolly Roger's Pizza, delivered.

For further information contact: Chief Kevin Wilkinson, NLPD