



Roxana Kennedy
Chief of Police

CHULA VISTA POLICE DEPARTMENT

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POLICE MEDIA ADVISORY

Date: 05/01/2020
To: San Diego Media
From: Chula Vista Police Department
Contact: Lt. Dan Peak
Phone: 619-585-5670
Fax: 619-691-5229
Subject: **CVPD Announces America Strong & United Campaign**

Message: FOR IMMEDIATE RELEASE

As the President of the San Diego County Chiefs' and Sheriff's Association, Chula Vista Police Chief Roxana Kennedy is pleased to announce that all San Diego County Law Enforcement personnel are participating in a new campaign called **America Strong & United**. This effort is supported unanimously by San Diego County Chiefs' and Sheriff's Association leaders to recognize the extraordinary service and sacrifice to our community by first responders and essential workers during this pandemic.

Across the San Diego region first responders, medical personnel, and countless other essential workers are being encouraged to wear the red, white, and blue **America Strong and United** badge bands and ribbons as a symbol of their daily sacrifice to support our nation in this unprecedented time.

Each day police officers, firefighters, emergency medics, doctors, nurses, healthcare workers, grocery and food service workers, and countless others continue to serve while putting their personal health, and the health of their families, at risk. Tragically, first responders around the country have already lost their lives to this terrible pandemic. We mourn their loss, as well as the loss of thousands of other medical personnel, grocery workers, and countless other essential workers. First responders traditionally wear black bands across their badges as a symbol of mourning for a fallen partner.

The **America Strong and United** campaign recognizes essential workers serving tirelessly in their own communities and in communities across the country. The campaign is intended to inspire hope and unity whenever an essential worker is seen wearing the **America Strong and United** badge band or ribbon, as a way to recognize and thank those who are keeping our communities safe, united and functioning, and to honor and remember those we have already lost.

Prepared By: Lieutenant Peak
Copies Sent To: Media Contact List

Approved By: Captain Collum
Date/Time: 04/30/20 4:00 PM

The **America Strong and United** badge bands and ribbons include three colors to symbolize the sacrifice of essential workers. Blue to represent police officers, healthcare professionals, park rangers and other safety and enforcement professionals. Red to represent firefighters, lifeguards, emergency medical personnel and others in the first responder life-safety fields. White to represent grocery and food service workers, social service providers and volunteers and other essential workers. Together, the red, white, and blue **America Strong and United** badge bands and ribbons represent all those who continue to serve their communities.



We are all in this together...we are America Strong and United

The **America Strong and United** campaign began in April of 2020 in the City of Chula Vista Police Department (California) and was supported by the non-profit Chula Vista Police Foundation. It spread quickly around the County of San Diego, and we hope will spread across the State of California and the nation. First responders, medical professionals and all essential workers are encouraged to participate in **America Strong and United** campaign.



San Diego County Law Enforcement Representation

Essential workers in need of an **America Strong and United** badge band or ribbon can order from [Tuff Products](#). Tuff products, a local Chula Vista company, helped create and design the patriotic badge band and will be selling them on their website. The owner, Natt Stevens is also willing to be interviewed about his desire to support this campaign. Patriotic ribbons can be purchased from the [Chula Vista Police Foundation](#).

Media is invited to download quality images from the following link at [America Strong and United](#).

Media are instructed to direct all inquiries to PIO Lt. Dan Peak @ 619-585-5670.