

NEWS



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Mayor Addresses Violence in City and unveils Anti-violence Public Service Announcement Campaign

Philadelphia, PA - This evening Mayor John F. Street presented a live television address to the City on gun violence and the City's plans to prevent it and also unveiled a public service campaign to increase community involvement in Town Watch in a citywide campaign to keep Philadelphia safe.

"My Administration has made public safety its number one priority and we have fought crime successfully," said Mayor Street. "Major crime is down by approximately 16%. That success should give our citizens the confidence that we can and will manage the current spike in gun violence."

The public service announcement campaign features a host of people from all walks of life, including Bernard Hopkins, Philadelphia's Ambassador for Peace, Pennsylvania Governor Edward G. Rendell, Police Commissioner Sylvester Johnson, Philadelphia Phillie Phanatic Howard, Philadelphia School District CEO Paul Vallas, community activists and children, urging viewers to stop the violence and to lay down their guns.

"The lives of our children must be protected at all costs," commented Bernard Hopkins when taping his portion of the announcement. "We must continue to provide programs and resources designed to prevent violence and rid our streets of illegal guns. At the same time we must deliver a message of hope. I support the Mayor's efforts to do just that."

"It's important that we do everything we can to stop the violence in our community," said Governor Rendell. "Getting the message out directly to people through PSAs like this one is an important part of our overall plan."

As part of Operation Safer Streets, the City's comprehensive long-term commitment to more focused policing, engaged communities, intensive social and City services, along with

a commitment to stronger gun laws, the City is asking all local electronic media outlets to air the public service announcement during their regular programming.

“We all love our city,” continued Street. “Together we will prevail in this fight against gun violence. This is our house. It must be respected. It will be protected; we will ensure the safety of every neighborhood, every family and every child.”

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