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WAKE FOREST POLICE DEPARTMENT UNVEILS NEW LOOK

WAKE FOREST, NC – June 5, 2012 – For the first time in 14 years, the Wake Forest Police Department is sporting a new look.

In May the department introduced a new, more modern design for its fleet of patrol vehicles featuring a new color, bolder graphics, and a new logo. Most notably, the makeover includes a transition from dark blue vehicles with off-yellow striping to black cars marked with a prominent gold stripe and bold lettering.



According to Police Chief Jeff Leonard, the redesign will result in long-term cost savings. Since black is a less expensive color than the current shade of blue, the move will save the department approximately \$500 per vehicle.

The centerpiece of the vehicle redesign is the department's new logo which is prominently displayed on both the driver and passenger sides of the vehicle, as well as the show plate on the front bumper. The insignia incorporates the department's badge and the year Wake Forest was incorporated. It also highlights the department's core values – courage, honor, integrity.

Several of the department's newer vehicles already display the new look, but the new design will be introduced incrementally according to an established maintenance schedule. As a result, it will take several years before the changeover is complete. However, the new design will be implemented on all newly purchased vehicles.

The police department entered its redesigned vehicles in the 2012 International Police Vehicle Design Contest in two categories - "Municipal Over 50 Officers, East" and "Best Off-Road Vehicle" categories. To view the department's entries and vote, visit http://www.hendonpub.com/pvdc/peoples_choice.aspx.

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For more information about the Town of Wake Forest, contact Public Information Officer Bill Crabtree at (919) 435-9421 or bcrabtree@wakeforestnc.gov.