
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

June 18, 2012

Ald. Bob Donovan
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Operation Impact 2012 ready for launch

News conference scheduled for 11 a.m. tomorrow

Now in its fifth year, **Operation Impact** will install additional surveillance cameras and will allocate up to \$85,000 in 2012 to help put additional patrol officers on the street in an effort to reduce crime on Milwaukee's near south side, **Alderman Bob Donovan** said.

The 2012 version of Operation Impact will be launched **tomorrow (Tuesday, June 19) during a news conference at 11 a.m. in the courtyard between the church and school at Christ St. Peter Lutheran Church at S. 23rd St. and W. Greenfield Ave.** Alderman Donovan will be joined by local residents, Neighborhood Ambassadors, business owners, representatives of community and neighborhood organizations, and other stakeholders. **The alderman will also be joined by representatives of the Milwaukee Police Department and the Milwaukee County District Attorney's Office.**

"We are again looking forward to adding more foot patrol officers, bicycle patrol officers, as well as installing 10 to 12 additional surveillance cameras to help enhance public safety in the Operation Impact target area," said Alderman Donovan, who founded Operation Impact as a way to partner law enforcement and city (public) resources with private donors and local businesses to bolster public safety.

The Operation Impact target area is bounded by W. Pierce St. on the north, W. Lincoln Ave. on the south, S. 16th Street/S. Cesar Chavez Dr. on the east and S. 38th St. on the west – an area considered one of Milwaukee's most ethnically diverse and touching two aldermanic districts. The area is located within the 2nd Police District.

-More-

2012 Operation Impact Launch /ADD ONE

Alderman Donovan has said Operation Impact, which uses donated private resources to flood the target area with foot/bicycle patrol officers and additional surveillance cameras, has been able to directly quiet neighborhoods and reduce crime – thanks in large part to generous donors.

The Forest County Potawatomi Foundation, the Bradley Foundation, the Betty Brinn Foundation, the M&I Foundation, Badger Mutual Insurance, Aurora St. Luke's Medical Center, El Rey grocery, Miller Compressing, Roundy's, and Walgreens have all been significant Operation Impact donors over the years, the alderman said.

Dozens of small businesses have also contributed donations, and have allowed Operation Impact surveillance cameras to be mounted on their buildings.

Dozens of community agencies and programs have also contributed personnel, volunteers and/or resources to Operation Impact, including UMOS, Southside Organizing Committee, Operation Payback, Community Partners, Weed and Seed, Journey House, Layton Boulevard West Neighbors, Weekend Warriors, Milwaukee Christian Center and many others.