



DO THE RIGHT THING OF MIAMI, INC.

c/o CITY OF MIAMI POLICE DEPARTMENT

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FOR IMMEDIATE RELEASE

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MIAMI POLICE WANT TO “CATCH” YOUTHS DOING THE RIGHT THING

MIAMI, FL – July 14, 2015 – In a continuing effort to reinforce positive behavior and ensure kids are “doing the right thing” this summer and beyond, the Miami Police Department, in conjunction with the Do The Right Thing Program, will be issuing “citations” with the “fine” being a free pizza courtesy of Papa John’s to youths caught being good citizens.

A press briefing to announce the campaign will be held on Thursday, July 16th at 9:30 a.m. at Charles Hadley Park, 1350 NW 50th Street. Immediately following, a Miami Police officer will issue of the first citation to a deserving youth.

Throughout the City of Miami, Miami Police officers will be on the lookout for children exercising good judgment with regard to safety such as wearing bike helmets or crossing at crosswalks as well as random acts of kindness such as helping an elderly person across the street or carrying their groceries.

“During the summer especially, students have more free time which can often lead to trouble. We are pleased to partner with the Miami Police Department and Papa John’s to encourage youths to be mindful of doing the right thing,” said Do The Right Thing Executive Director Jodi Atkison.

Do The Right Thing, Inc. is a not-for-profit, community-based program operating in cooperation with the City of Miami Police Department and other local law enforcement. The program, celebrating its 25th anniversary this year, serves school age youths throughout Miami-Dade County by recognizing positive accomplishments and behavior. Since its inception, Do The Right Thing has directly impacted over 225,000 youths in the Greater Miami area and has expanded to 59 other law enforcement agencies nationwide as well as to England and Germany. Bringing cops and kids together through a positive interaction at a young age can make all the difference!

MEDIA OPPORTUNITY: Assistant Police Chief Jorge Colina and Do The Right Thing Executive Director Jodi Atkison will be announcing the “citation” initiative at a press briefing on Thursday, July 16th at 9:30 a.m. at Charles Hadley Park, 1350 NW 50th Street. The first “citation” will be issued to a deserving young person immediately following.

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