

MIAMI POLICE DEPARTMENT



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Subject:

SANTA'S HELPERS

As the 2025 holiday shopping season begins, City of Miami Police Chief Manuel A. Morales has activated the department's annual "Santa's Helpers" safety operation, a citywide initiative designed to keep residents, visitors, and businesses safe during one of the busiest times of the year.

To enhance public safety and deter crime, the Miami Police Department will deploy additional officers across all major commercial areas, including:

- Bayside Marketplace
- Design District
- Brickell City Centre
- Midtown Miami
- And other high-traffic retail corridors throughout the City of Miami

These enhanced deployments are part of our continued commitment to ensuring a safe and enjoyable holiday season for all. Shoppers will see an increased presence of uniformed patrols, undercover officers, and specialized units working collaboratively with retail partners and property managers. Efforts will focus on monitoring parking lots, pedestrian pathways, and heavily traveled shopping corridors.

Chief Morales emphasized that the operation reflects the department's proactive approach to public safety:

"The holidays bring families together, and our goal is to make sure everyone can enjoy the season safely. We will continue to deter criminal activity and hold accountable anyone attempting to disrupt the peace and quality of life in our city."

The Miami Police Department encourages shoppers to remain aware of their surroundings, secure personal belongings, and promptly report any suspicious activity.

The "Santa's Helpers" operation will run throughout the holiday season, ensuring that Miami remains a safe, vibrant, and welcoming destination for all.

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Case: **N/A**

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Manuel A. Morales, Chief of Police

NEWS RELEASE