



NEWS RELEASE

NEWS RELEASE

NEWS RELEASE

ADT URGES LOCAL CRIME BUSTERS TO ENTER NATIONAL COMPETITION

ADT Fire and Security is once again urging Neighbourhood Watch Groups across the UK to cash in on their crime-fighting efforts and enter this year's ADT National Neighbourhood Watch Group of the Year competition.

Due to the staggering volume of entry forms received by ADT, they have extended the deadline for entries to June 24 to allow more Groups to put themselves forward for the substantial cash prizes on offer.

Groups who come up with the most innovative, interesting or public-spirited crime-busting ideas during the third annual ADT National Neighbourhood Watch Week, which runs from June 15-22, stand to win not only an impressive amount of funds for their Group, they will also be crowned with the prestigious title of 'ADT National Neighbourhood Watch Group of the Year'.

The Groups judged to be the best in their respective regions – South, North and Scotland – will be short-listed for a regional award. Regional winners will be awarded a trophy and £500 to spend on crime prevention in their area.

The three regional finalists will then go forward to compete for the national title of ADT Neighbourhood Watch Group of the Year 2002. The overall winner will be presented with an engraved plaque and a further cheque for £1,000 – again to invest in local crime-busting measures.

Jackie Hewitt, Home Security Marketing Manager for ADT, said: "We have been inundated with entry forms to this year's competition, so we have extended the deadline for entries to June 24 to ensure that everyone is given the opportunity to tell us of their crime-busting efforts during the Week.

"Last year was a resounding success, and we were faced with a very difficult task of declaring winners for the regional awards and the overall national winner, as each put forward a compelling case in their quest for the prestigious title.

"However, it had to be narrowed down to just three regional finalists, and only one could be crowned Group of the Year. ADT's judges found this a rather testing time, as competition was tough, and standards were nothing short of first-class.

"In the end, the three lucky finalists in the competition were the Glasgow West Neighbourhood Watch Group, Aire-Valley Neighbourhood Watch Association from Yorkshire and Cornwall's Kerrier District Neighbourhood Watch Forum.

"After serious deliberation, the judges awarded the title of ADT National Neighbourhood Watch Group of the Year 2001 to the Kerrier District Neighbourhood Watch Forum.

"I have no doubt that the standard of entry for this year's event will be equally high and our judges are expecting to make some more tough decisions."

ADT's Monitored Home Security systems protect more homes in the UK than any other company and the company's sponsorship of ADT National Neighbourhood Watch Week emphasises its commitment to cutting crime.

Ms Hewitt added: "The partnership between ADT and NNWA will make ADT National Neighbourhood Watch Week an even greater success than ever and show that team effort is the key to success. ADT would like to wish everyone the best of luck in their efforts."

The deadline for entries is June 24. The regional winners, from Scotland, North of England and South of England, will be announced shortly after the ADT National Neighbourhood Watch Week. The National champion will be chosen in July. Entry forms can be found at www.adt.co.uk or www.neighbourhoodwatch.net. Alternatively, contact Lorna Gilmour on 01698 787862 to request an entry form to be sent to you.

Statistics:

- According to the British Crime Survey 2001, 3.4% of UK households were burgled in 2001, whilst one in five people feel that they are 'fairly likely' to be burgled and one in six people are 'very worried' about being burgled.
- The British Crime Survey 2000 reports that in 51% of burglaries, someone was at home when they occurred. Burglars are most likely to target doors as, in one in five burglaries, the burglar gained entry through an unlocked door.
- Further crime statistics are available at www.homeoffice.gov.uk/rds/hosb1801.pdf

Notes to editors:

- 2002 marks the 20th Anniversary of Neighbourhood Watch across the UK. Over the last 20 years, Neighbourhood Watch has grown to become the largest voluntary movement in the UK, with over 155,000 schemes, covering over 6 million households. The NNWA is the national charity that supports, promotes and represents Neighbourhood Watch.
- ADT Fire and Security is the UK's leading fire and security company providing electronic solutions to crime prevention and fire protection for a wide range of people and organisations. Built on over a century's worth of experience, ADT is part of Tyco Fire and Security Services, one of the major business units of Tyco International Ltd. Tyco operates in 100 countries and had fiscal year 2001 revenues in excess of \$36 billion.

Issued by Beattie Media on behalf of ADT Fire and Security.

For further information, please contact:

Chris Gilmour / Lorna Gilmour, Beattie Media
Jackie Hewitt, ADT Fire and Security
Rebecca Williams, Media & PR Manager, NNWA

01698 787862
01932 743337
020 7662 3585

Ref: LG/020610/nhw2