



Roxana Kennedy
Chief of Police

CHULA VISTA POLICE DEPARTMENT

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POLICE MEDIA ADVISORY

Date: 03/24/2025
To: San Diego Media
From: Chula Vista Police Department
Contact: Sergeant Anthony Molina, Public Information Officer
Phone: (619) 385-6775
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Subject: **MEDIA ADVISORY – CHULA VISTA POLICE AND DICK’S SPORTING GOODS TEAM UP FOR HEARTWARMING SHOPPING SPREE WITH LOCAL STUDENTS**

Message: FOR IMMEDIATE RELEASE

CHULA VISTA, CA – Eleven student-athletes from the Chula Vista area experienced a day they won't forget on Monday, March 24, when they partnered with officers from the Chula Vista Police Department for a special shopping spree at Dick's Sporting Goods. Each student, selected by their schools and Chula Vista Police School Resource Officers, received a \$150 gift card, generously provided by Dick's Sporting Goods, along with an exclusive 20% discount.

The morning began at 7:15 A.M. at the Chula Vista Police Department, where students met their assigned officers before riding in marked police vehicles to Dick's Sporting Goods (390 E. H Street). Upon arrival at 8:00 A.M., store staff welcomed them with breakfast and personalized goodie bags. Before heading off to shop, students and officers engaged in friendly competition, playing cornhole, pickleball, and other games to foster camaraderie.

By 9:00 A.M., the excitement reached its peak as students eagerly picked out sports gear, clothing, and equipment with the help of their officer partners. The event wrapped up around 10:00 A.M., leaving smiles all around and strengthening bonds between law enforcement and local youth.

This heartwarming initiative is part of a broader effort by Dick's Sporting Goods to give back to communities and strengthen relationships between residents and law enforcement. Their continued support of events like these reflects a commitment to making a meaningful impact nationwide.

“Partnering with local businesses and other stakeholders is an important and responsible way of connecting with those we serve and making a positive impact in their lives,” said Chula Vista Police Chief Roxana Kennedy. “Seeing the joy on these students' faces and knowing we are helping to support their passions is incredibly rewarding.”

This successful event highlights the power of community partnerships and the positive influence they can have on young people. The Chula Vista Police Department hopes to inspire more local businesses and organizations to join in fostering goodwill and opportunities for the city's youth.

Prepared By: Public Info Specialist Cait Clark
Copies Sent To: San Diego Media

Approved By: Asst. Chief Dan Peak
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