



# Auburn Police Department



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## FOR IMMEDIATE PRESS RELEASE

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### Developing Community Leaders While Supporting At-Risk Youth *Auburn PD Brings Internationally-Acclaimed Speakers to Auburn*

[Auburn, ME]: The Auburn Police Department looked at four years of crime data and found that twenty three percent of all crimes committed by youth offenders in Auburn took place within an area of less than half a square mile. Twenty five percent of all police calls for service and twenty eight percent of all youth victims were victimized in this same area.

In an effort to transform these statistics and provide positive and horizon-broadening experiences for at-risk youth in our city, the Auburn Police Department established the **Auburn Police Activities League (PAL)**.

Community and business leaders can learn from some of the world's most influential voices - and support Auburn PAL – by attending the **Chick-fil-A Leadercast** on Friday, May 4, 2012.

This day-long leadership training event is broadcast LIVE from Atlanta to hundreds of sites throughout the nation, including Auburn. Attendees will access the knowledge and experience of nine internationally-acclaimed leaders. Featured speakers for this year's event include:

- ◆ **Soledad O'Brien**, *Anchor and special correspondent for CNN*
- ◆ **Tim Tebow**, *NFL quarterback, Heisman Trophy winner and best-selling author*
- ◆ **Patrick Lencioni**, *Best-selling author and president of The Table Group*
- ◆ **John Maxwell**, *Leadership expert & best-selling author of "The 21 Irrefutable Laws of Leadership"*
- ◆ **Angela Ahrendts**, *CEO, Burberry*
- ◆ **Roland Fryer**, *Professor of economics at Harvard University and CEO of the Education Innovation Laboratory*
- ◆ **Urban Meyer**, *ESPN analyst and former head football coach for the University of Florida*
- ◆ **Andy Stanley**, *Best-selling leadership author and communicator*
- ◆ **Sheena Iyengar**, *Author of "The Art of Choosing" and world-renowned expert on choice*

"This is a great development tool," said Police Chief Phil Crowell. "We are proud to host an event that not only builds and develops leaders within our community, but also supports programs for at-risk kids. This conference, although very focused on leadership, really shows you how to lead in life."

This year's Leadercast will focus on the power of **choice**. On an average day, we make 8,746 choices. The diverse group of internationally-acclaimed authors, leadership experts and practitioners will share insights to help leaders empower and equip others at work, at home and in the community through the choices they make.

Auburn PAL is creating a **PAL Center** in the Chestnut Street neighborhood – right at the heart of the half-square mile area identified by crime data. "The numbers tell us this is an area that needs a special focus," said Crowell. "The Center will provide activities for kids after school and during the summer, not to mention positive interaction with police officers." PAL encourages and develops leadership in youth and fosters communication, understanding, and mutual respect between youth, the community and police.

This event is made possible locally by Auburn PAL; PuroClean of Livermore; Central Maine Community College; Patrons Oxford Insurance; East Auburn Baptist Church; and the Twin City Times.

The Leadercast will be held at the East Auburn Baptist Church (560 Park Avenue) from 8:00am to 4:30pm. Tickets are \$99. Conference materials and lunch will be provided. For more information about the Leadercast, call Liz Allen at 333-6650 X2070 or visit [www.auburnpd.com](http://www.auburnpd.com).

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