



EL SEGUNDO POLICE DEPARTMENT

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Press Release

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FOR IMMEDIATE RELEASE:

It's Your Bike! Protect Your Investment!

The El Segundo Police Department is happy to announce that we have rolled out an improved Bicycle Licensing program! As a result of the recent high increase in bicycle thefts, and the recovery of many unidentifiable bikes, ESPD has revitalized the license and registry program for the City of El Segundo.

Why should you license your bike???

- **Theft Prevention & Recovery** - Possessing a bike license increases the chances of having your bike returned to you, if it is stolen.
- **Accident Victim Identification** – A bike license provides a means of identifying accident victims, especially children, who usually carry no form of identification.
- **It's Inexpensive** - New licenses cost only \$4, and the annual renewal fee is only \$2. Licenses are valid for 12 months from the time of registration - and the license can be transferred to a new owner for no additional costs!
- **It's Easy** – License applications are available at the Police Station or on line at http://www.elsegundo.org/depts/police/documents_n_forms.asp .
- **It's the Law!** - Every bike operated on any public street, alley or highway in El Segundo is required by law to be licensed.

In addition to registering and licensing your bike, securing your bicycle with an adequate bike lock is highly recommended. In an effort to promote this security request, the El Segundo Police has partnered with Industrial Lock & Security, to provide quality bicycle locks made by *Master Lock* at discounted prices. The locks offered include the "U-Lock" security bicycle lock which can be purchased for \$19.95 (regular price \$24.95), and the "Keyed Cable" lock that can be purchased for \$29.95 (regular price 34.95). This discount offer will extend from now until the end of the year. Industrial Lock & Security is located at 401 Main Street, in the city of El Segundo.

For more information regarding this program, please contact the El Segundo Police Department at (310) 524-2200.