



For Immediate Release

Downtown Van Calls on Election Candidates to Outline Plans for Making Downtown Safer



***Better Safe / Than Sorry* campaign shows what's at stake for businesses downtown**

Vancouver, B.C.; September 17, 2024 – With the provincial election just weeks away, the Downtown Vancouver Business Improvement Association (Downtown Van) has launched an advertising campaign highlighting what's at stake if political parties don't prioritize community safety in their platforms. The campaign, *Better Safe / Than Sorry*, is urging Vancouverites to ask candidates how they will make downtown Vancouver safer.

“Over the past few years our members have been wrestling with significant challenges related to community safety and it is taking a toll,” says Jane Talbot, President & CEO of Downtown Van. “Dealing with the realities of theft, damage, employee wellbeing and customers feeling unsafe is preventing businesses in Vancouver's downtown core from thriving.”

Downtown Van represents over 8,000 businesses and 130,000 workers in the central business district of downtown Vancouver. These small and medium-sized businesses are vital contributors to the economy, providing employment, innovation, and essential services.

The [Better Safe / Than Sorry campaign](#) is a direct response to the concerns Downtown Van's members have been expressing in recent years. The ads feature side-by-side comparisons of vibrant streetscapes with thriving businesses and those same streets with empty storefronts. The multimedia campaign launches today and includes digital ads, videos, elevator ads, transit shelter ads, and billboards.

"The status quo clearly isn't working. That's why we are advocating for a holistic approach to addressing community safety," continues Talbot. We are committed to working alongside all stakeholders to find effective solutions to these pressing challenges within Vancouver's downtown core. But we need to act soon, or it will be too late for many of our smaller businesses downtown."

The organization is advocating for a holistic approach to addressing community safety, one that:

- Provides comprehensive support for those living with mental illness and/or addiction;
- Addresses the continued challenges associated with repeat offenders;
- And bolsters investments in law enforcement.

- more -

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About Downtown Van

Downtown Van is a non-profit organization representing 8,000 businesses and property owners in the central 90-block area of Vancouver's downtown core. We are passionate about making downtown Vancouver a destination like no other. Supporting our members and making downtown Vancouver a place where everyone feels welcome drives us. We are experts in economic development, community safety, placemaking, and events. Learn more at www.dtvancouver.ca @downtownvan

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