

Santa Cruz Police Department

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FOR IMMEDIATE RELEASE

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Santa Cruz Police Department Affirms Support of LGBTQ+ Community with Special Pride Patch

SANTA CRUZ, Ca – Officers at Santa Cruz Police Department are sporting a new Rainbow Pride patch on their uniforms as part of an effort to increase law enforcement understanding and support of the LGBTQ+ community, particularly during LGBTQ+ Pride month in June.

Members of the Neighborhood Policing Team at Santa Cruz Police Department led the charge to create, wear and sell SCPD Pride Patches for the first time this year. Department personnel were inspired by conversations with community members, as well as officers who wanted to see a more inclusive Santa Cruz Police Department.

Throughout the month of June, Officers are permitted and encouraged to wear the Pride Patches. June is recognized globally, including in the City of Santa Cruz, as LGBTQ+ Pride Month. These special edition SCPD Rainbow Pride Patches are available to the community for purchase, with 100% of the proceeds benefiting local LGBTQ+ non-profit organizations.

- Patches are \$10 each, and are available for sale during business hours at the Santa Cruz Police Department on 155 Center Street. SCPD Lobby is open Tuesday - Thursday 10 am - 4 pm.
- To purchase and receive Pride Patches by mail, email lrobinson@cityofsantacruz.com or call 831-420-5878.

The Santa Cruz Police Department welcomes diversity in all forms, including; race, gender, background, and thought. Chief Mills said, “We encourage everyone to support this cause, buy a patch, and wear it with pride.”



Photos attached: SCPD Pride Patches, SCPD Officers with Pride Patch on uniform, SCPD Rangers with Pride Patch on uniform and Pride decal on patrol vehicle

