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FOR IMMEDIATE RELEASE

VIDEO PROMOTING BEAUTIFUL DOWNTOWN SHARON GREAT EXAMPLE OF COMMUNITY AND POLICE COLLABORATION

BREAK-OUT ‘STAR’ CHESTER THE CITY OF SHARON POLICE DOG FRONT AND CENTER IN MARKETING PIECE

SHARON, PA – The City of Sharon has ‘gone to the dogs’ in the best possible way!

A downtown Sharon promotional video, created by the joint efforts of Karen Winner Sed of the Winner Companies and Mark Jubelirer of Reyers, spotlights a four-footed member of the city’s police force – Chester the police dog. A great example of community and police collaboration, the video promotes all the shopping fun a visitor can expect when they visit Sharon’s newly revitalized downtown. \

“The Sharon PA business community worked hand-in-hand with the Sharon Police Department in developing this video,” said Jubelirer. “Its creation shows how closely our interests are aligned: A safe and friendly downtown eager to promote the benefits of shopping in unique, family-owned small businesses in our community.”

The video features Officer Chester, a two-year-old Belgian Malinois, who is a sworn officer with a badge, visiting some of the many downtown shops and attractions in Sharon’s downtown area. The police dog has been serving the city for almost six months, said City of Sharon Police Chief Gerry Smith, adding that his handler, Officer Steve Winans, who is also featured in the promotional piece, has been with the Sharon police force since January of 2014.

“We like to be supportive of these kinds of community efforts,” said Chief Smith, a 28-year veteran with the Sharon police department. “I just think people need to see we are invested in the community and part of the community. Just because we wear a badge doesn’t make us any different than anyone else,” he said, adding that the majority of the police force live in the City of Sharon. If they’ve served more than 15 years, then they are allowed to live within 15 miles of the city.

Winner-Sed, a driving force behind Waterfire Sharon, echoed the sentiments of her long-time friend Jubelirer. “We have many entrepreneurs opening shops here,” she said. “We’re delighted to see such variety of stores coming into downtown for destination shopping and leisure shopping. It’s this variety that is bringing new visitors and shoppers into our area on a more regular basis. There’s a downtown collaboration that supports and encourages not only business, but community building through year-round events. And that includes our local police department.”

Winner-Sed, Jubelirer and Chief Smith all referenced the community policing model that the city of Sharon has embraced, which is a proactive approach to building positive relationships between police officers and members of the community. This includes taking an active role in foot patrol, partnering with businesses and being part of healthy, positive and strong working relationships with community members at all levels.

And more community policing efforts are on tap for the future as well, according to the Sharon police chief, with plans for a ‘Coffee with a Cop’ in early December held at Coney Island, with the date still to be determined. “We are part of this community and open to any concerns or suggestions our residents might have,” added Chief Smith. “We’re invested here.”

The promotional video, which was written by Jubelirer with Winner Sed’s strategic feedback, was filmed and produced by Mudhut Studios of Sharon with the assistance of John Ackley LLC Sharpsville. The video link is <https://goo.gl/zEqHha> and can be seen on a variety of business Facebook pages.

For more information, the Shenango Valley Chamber can provide contact information for Karen Winner-Sed, Mark Jubelirer, Sharon Police Chief Gerry Smith and Bill Dodd of Mudhut Studios. See our contact info above.