

Maricopa County Sheriff's Office

Joe Arpaio, Sheriff



Date: September 15, 2007

ARPAIO AUTHORIZES 24 MOVING BILLBOARDS TO BOLSTER CALLS TO SHERIFF'S ILLEGAL IMMIGRATION HOTLINE

'DO NOT ILLEGALLY ENTER' BILLBOARDS WILL BE SEEN ALL OVER COUNTY, CITY STREETS

(Phoenix, AZ) In a move that is certain to inflame illegal immigration activists, Maricopa County Sheriff Joe Arpaio plans to unveil a unique method of advertising his illegal immigration hotline on Sunday afternoon.

Twelve vehicles including eight (8) inmate transport vehicles, two (2) 24-foot semi trucks and two (2) 28-foot semis will be covered with professionally installed advertising on all sides of the vehicles telling citizens of Maricopa County to call into the Sheriff's hotline with tips and information on illegal immigrants living and working in the county.

The artwork on the vehicles is the international "Do Not Enter" symbol with the word 'illegally' written in to underscore the Sheriff's message. The overall message asks citizens to help Sheriff Arpaio fight human smuggling and trafficking by calling in tips and information to his phone hotline.

The Sheriff's hotline (602-876-4154) started July 10th of this year and has resulted in hundreds of calls and subsequent arrests of human traffickers and illegal immigrants. But it has not been without controversy.

The hotline has been touted by immigration activists and some elected politicians as a throwback to Germany's Third Reich days and they even depicted Sheriff Arpaio in a

News Release

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doctored photograph as a KKK clansman out to hang illegals. That photo was distributed locally and nationally.

Activists also reacted to the hotline with hotlines of their own aimed at documenting any discrimination or abuse by the Sheriff's Office against any illegally alien. To date, the Sheriff's Office has received no formal complaints.

Not to be dissuaded or intimidated by the activists, Arpaio says, that beginning Monday, September 17, 2007, the trucks will travel on roadways and highways throughout the Phoenix metropolitan.

"I don't have an advertising budget but I do have plenty of cars and trucks that can carry my message in a dramatically clear way," Arpaio says. "It's the only way I can think of to remind people of the hotline number and their civic duty to help law enforcement fight this illegal immigration problem."

Sheriff Arpaio will display the vehicles on Sunday from 2PM to 3PM, September 16, 2007 in front of the Sheriff's Enforcement Support Building, 3325 West Durango Road. The public and media are invited to attend.

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