

Press Release

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ONALASKA GEARING UP FOR SECOND NATIONAL NIGHT OUT

With one successful National Night Out to its credit, Onalaska is gearing up for National Night Out 2011. Last year's event won a national award and according to the Onalaska Police Chief Jeffrey Trotnic, National Night Out 2011 will be a bigger, better event.

"Our first venture into National Night Out was a success but also a learning experience," said Trotnic, "For 2011 we have added a Disc Jockey and music courtesy of our friends at the La Crosse Radio Group and we are going to be serving snow cones to help beat the heat. We have a petting zoo for the kids and the Big Event Company is bringing a 3 in 1 Combination Bounce House."

According to Chief Trotnic, the event will still feature the popular "Dinner for a Dollar" with a hot dog, a drink and a bag of chips available for \$1.00.

"No inflation here," said Trotnic, "we're still offering "Dinner for a Dollar" along with snow cones, popcorn and cotton candy for a quarter each, same prices as last year. We want citizens to bring their families and help us celebrate what a great community we live in."

An antique car exhibition, a magic show and lots of games and contests including "Water Wars" with the Onalaska Fire Department will round out the evening.

The event on August 2 in Quincy Street Park is actually only one component of the National Night Out concept. The bigger picture includes Project 365 which is an all year round crime prevention and awareness campaign.

"The Drug Drop Off, the mock crash that was staged at Onalaska High School to illustrate the perils of drinking and driving and our child ID program are all part of Project 365," said Trotnic, "National Night Out isn't just a once a year community event, it's a yearlong crime prevention and awareness program and it's a concept that we are always expanding upon."

According to Trotnic the Onalaska Police Department is planning to reinstitute the Citizen's Police Academy as part of Project 365.

"The Citizen's Police Academy is an excellent way for citizens to partner with the Police Department to make Onalaska an even better place to live. An involved and aware citizenry has ownership of their community and that sends a clear message to criminals."

National Night Out 2011 will be held in Quincy Street Park from 5pm-8:30pm on August 2nd and there is no cost to attend.