



We Believe in 118 is a community coalition consisting of the Alberta Avenue Business Association (AABA), eight 118 Avenue business owners, the Avenue Revitalization Initiative, the N.E.T.eam and the Edmonton Police Service – all committed to working together towards a safer community.

The coalition has been working to reclaim the Avenue as a drug paraphernalia and weapons-free zone. Their campaign aims to let the public know that the communities surrounding 118 Avenue are great places to live, work and play - that amazing people live here who care about their surroundings.

The sale of knives, weapons and drug paraphernalia, like glass pipes, on 118 Avenue is of great concern to this committee and the community at large. Addictions, personal robberies, theft, and gang violence - all of these problems escalate in areas where weapons and the means to do drugs are easily accessed.

Since the committee's inception in November an action plan has been formulated and advanced significantly. At the beginning of the campaign there were six businesses selling this material in the Business Revitalization Zone. As of today, we are pleased to report that four have discontinued sales of this nature completely and one has discontinued the sale of crack pipes. This leaves only two businesses along the 118 Avenue corridor that sell drug paraphernalia and/or weapons... and the campaign has just begun!

Businesses are often overlooked and untapped in terms of community resources. We Believe in 118 speaks to the power of community and the missed opportunity of working more collaboratively with community businesses. We Believe in 118's grassroots, multi-disciplined approach to this community concern has seen solid and sustainable results in this community; results that have had a measurable impact on the safety and well being of 118 Avenue and the community as a whole.

We Believe in 118 is about reclamation – it's about drawing a line around the 118 Ave communities and making Alberta Avenue a drug paraphernalia and weapons-free zone.





**WE BELIEVE
IN 118**