

4 August 2010



Press Release

**AH LONGS beware! The Community Has Their Sights On You.**

**Project X Ah Long. Call toll free line at 1800 – 924 5664, to tell on the Ah Longs.**

With effect from 5 August 2010, the National Crime Prevention Council (NCPC) will launch a hotline 1800 – 924 5664 known as project ‘X Ah Long’, the X signifying ‘no’. This is an effort to complement the Singapore Police Force in their battle against loanshark activities.

This hotline, an initiative by the NCPC is an access option for people who may not want to approach the Police directly for whatever reason. Project ‘X Ah Long’ promises anonymity. No details of the caller will be taken unless the caller volunteers the information. All information given is treated with utmost confidentiality.

On trial for a year, this hotline, will be operational from 5 August 2010. An operator will answer calls from Monday to Friday, 9am – 5pm, excluding lunch hour from 1-2pm. Outside of the operational hours, callers are able to leave information via voice recording. Anonymity and confidentiality are assured.

The information garnered will be channeled to the Police to assist them in their work. Hence, this project has gotten very strong support and endorsement from the law enforcers. “It is heartening to see the community coming alongside Police to tackle illegal moneylending. 3 out of 10 arrests have been made with public assistance and we certainly welcome such an initiative to strengthen our efforts in weeding out such

criminal activities” says Assistant Commissioner of Police Lim Kok Thai, Director Operations of the Singapore Police Force.

With a long history of engaging various community groups on crime prevention, NCPC will be reaching out through every avenue to publicise this number. Besides the usual posters and flyers, the number will be publicized on new media platforms like NCPC’s facebook, website and forums. The NCPC will also be educating the grassroots via senior chit chat sessions, Resident Committee as well as Community Centre activities.

“ This project is an initiative where NCPC utilises our greatest assets, our close ties with our partners in the community, and rally them toward crime prevention. For this year-long trial, the NCPC will leverage on its various partnerships, engagements and activities to publicise this hotline to generate leads that can help our law enforcers in their efforts to stem out loan-sharking activities. This hotline is an effort by the community, for the community.” says Mr Tan Kian Hoon, Chairman of NCPC.

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**About the National Crime Prevention Council (NCPC)**

Formed in 1981, the National Crime Prevention Council (NCPC) is a non-profit organisation committed to promoting public awareness of and concern about crime and to propagate the concept of self-help in crime prevention. The Council comprises representatives from the commercial and industrial sectors, as well as from the public sector and the Singapore Police Force (SPF). The NCPC is incorporated as a charity and depends entirely on donations and sponsorships to run its programmes and activities. It is registered as a society with the Registry of Societies.

[www.ncpc.gov.sg](http://www.ncpc.gov.sg)

[www.facebook.com/national.crime.prevention.council](https://www.facebook.com/national.crime.prevention.council)

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