



FOR IMMEDIATE RELEASE

Asotin Police Department Deploys BlueBridge Alliance Program to Enhance Community Outreach

Program Provides Resources and Assistance for Local Law Enforcement

Asotin, Washington – July 30, 2025– Asotin Police Department is proud to announce its partnership with BlueBridge Alliance to implement a local BlueBridge program aimed at enhancing community outreach efforts.

BlueBridge Alliance is a unique, innovative nonprofit organization dedicated to addressing public safety by fostering greater public trust in law enforcement.

We understand that each officer often has a personal "slush fund" they use to assist individuals in need during unexpected situations. BlueBridge supports officers by providing financial resources, ensuring they don't have to dip into their own hard-earned money. This program offers a reliable means for officers to help those they serve.

The BlueBridge program enables officers to provide immediate short-term relief during interactions with community members in distress. This assistance may include food, clothing, fuel, shelter, transportation, or help with affording necessary medication.

By providing officers with resources to help community members in need, the program strengthens the essential relationship between the community and law enforcement.

This resource is available to Clarkston Officers and Asotin County Deputies through the Asotin Police Department.

"BlueBridge allows the officers to bridge the gap when traditional resources are not available at the time of need" said Chief Monte Renzelman, Asotin Police Department.

The BlueBridge Alliance program was inspired by a 2011 incident in San Diego where a police officer was recorded buying food for a child in need. Minutes later, the officer was tragically killed in an unprovoked attack. This incident led to the question, "What if all officers had the resources to perform random acts of kindness for people at their most vulnerable moments?"

Co-founded by BlueBridge Alliance CEO Brian Spracklen, Kennewick Washington Police Chief Ken Hohenberg (Ret.), and other prominent law enforcement leaders, along with the support of community and business leaders, the BlueBridge program provides resources for law enforcement community outreach.

Since its inception, the program has provided interim relief to thousands of individuals and families.

BlueBridge acts as a bridge between immediate relief and longer-range solutions available through other coordinated programs.

Asotin Police Department seeks to fulfill a threefold premise with this program:

- Immediate short-term assistance to those in critical need.
- Improved public relationships with local law enforcement.
- Positive impact on officer morale.

Local programs are supported by donations from citizens, businesses, churches, and civic organizations. These donations can be monetary or in-kind contributions of goods and services. These donations go directly to the Asotin Police Department account, NOT to a general overall account.

For more information on the Asotin Police Department and/or to donate to this program, please visit <https://bluebridgealliance.org/asotinwapd/> .

To learn more about BlueBridge Alliance, please visit <https://bluebridgealliance.org>.

About the Asotin Police Department:

The Asotin Police Department endeavors to meet the highest ethical and professional standards and prides itself on the quality of law enforcement services provided to the citizens of Asotin.

The police department and the community share the responsibility for crime control and public safety. We recognize the importance of community partnerships as we strive to provide quality law enforcement services to the City of Asotin. As we deliver law enforcement services under a community policing philosophy, the department consistently seeks to collaborate with citizens, neighborhoods and community groups to better understand the nature of local issues and to develop mutual strategies.

Our commitment to maintain these partnerships, such as BlueBridge, enables us to better understand the needs of citizens, develop meaningful and cooperative strategies to solve problems, and provide the most efficient response.

About BlueBridge Alliance:

In a world where trust between law enforcement and communities is paramount, BlueBridge Alliance is committed to fostering a culture of compassion and collaboration. Our mission is to enable law enforcement officers to extend a helping hand to those in need, bridging the gap between officers and the communities they serve.

At the heart of our approach is the belief that compassion is not only a virtue; it's a strategic imperative for building safer communities. When law enforcement officers are seen as partners in addressing the challenges faced by community members, they create mutual trust and respect. This, in turn, leads to increased cooperation, improved communication, and enhanced public safety.

A 501(c)(3) nonprofit program, BlueBridge Alliance is a non-partisan, apolitical, nonsectarian organization that upholds the value and dignity of all individuals regardless of ethnicity, race,

color, creed, religion, gender, national origin, age, disability, marital status, hair color, coffee brand, sexual orientation, gender identity, or veteran status.