



SANTA CRUZ POLICE DEPARTMENT

155 Center Street, Santa Cruz, CA 95060

www.santacruzpolice.com

MEDIA RELEASE

DATE/TIME: Saturday, April 30, 2011—10:15 AM

LOCATION: 1300 Block Pacific Avenue

TOPIC: Attempt Strong Armed Robbery and Kidnapping

CASE NUMBER: 11S-03487

INVOLVED SUBJECT:

1. Suspect: White male adult, 6'00", approximately 250 lbs, grey receding hair wearing a blue sweatshirt with writing (partial "Dons"), grey jeans and glasses

VICTIM

1. 22 year-old – (Santa Cruz Resident)
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INFORMATION:

On April 30, 2011 at approximately 10:15 am Santa Cruz Police Department officers were dispatched to a report of a strong armed robbery that had occurred at a business in the 1300 block of Pacific Avenue. The suspect entered the business and approached an employee demanding the cash register to be opened. The employee refused to open the cash register. The suspect then told the employee to get into a dressing room. The suspect grabbed the employee by the arm and started to pull the employee towards the dressing rooms to the rear of the store. The victim screamed and the suspect put his hand over the employee's mouth. The suspect then fled the scene on foot.

Upon being dispatched, officers quickly arrived in the area and set-up a perimeter. Police canvassed the area for the suspect. The suspect was not located. The suspect is described as a White male adult, 6'00", approximately 250 lbs, grey receding hair wearing a blue sweatshirt with writing (partial "Dons" in cursive), grey jeans and glasses.

The victim did not sustain any injuries during the attack. A still image of the suspect from a video surveillance camera is included with this release. Citizens are urged to call 9-1-1 if they see anyone with similar descriptions.

Anyone with additional information about this incident is encouraged to call Santa Cruz Police Department Investigations at: (831) 420-5820

To Leave ANONYMOUS information regarding this incident, please call our TIP LINE (831) 420-5995 or leave an anonymous tip on our website at www.santacruzpolice.com

