

## **87% of Police Officers Say Recruiting is a Challenge; Axon Launches "I'm In" Campaign to Offer Support**

**New Axon campaign addresses recruiting challenges in policing, offers tools to help hiring efforts**

SCOTTSDALE, Ariz., Oct. 23, 2017 /PRNewswire/ -- Axon (Nasdaq: AAXN), the global leader in connected law enforcement technology, today announced the results of a study that sheds new light on the growing difficulties law enforcement agencies face in their recruitment efforts. In response to the study, conducted in conjunction with Wakefield Research, Axon is launching the "I'm In" Recruiting Campaign to help raise awareness and provide agencies with new tools to recruit the next generation of police. To learn more please visit [www.connectandserve.in](http://www.connectandserve.in).

Experience the interactive Multichannel News Release here: <https://www.multivu.com/players/English/8012852-axon-im-in-recruiting-support-campaign/>

The Wakefield Research study surveyed 200 law enforcement officers across the U.S. who revealed they've experienced a sharp downturn of new applications to their agencies. More than half (54 percent) of the respondents said the number of job applications to their department has decreased in the last five years. Meanwhile, 83 percent of officers think that it will be even more difficult to recruit new candidates in the next five years.

The "I'm In" Recruiting Campaign was unveiled at this year's International Association of Chief's of Police conference in Philadelphia. At the conference, Axon booth attendees received a first look at a new recruiting video that depicts how officers connected to better technology can focus less on paperwork and more on making connections with their community. For many this is the most rewarding part of a career in law enforcement. This video, along with recruiting posters, are available today for agencies who sign up for the "I'm In" campaign. More assets will become available as Axon engages with customers to learn what tools and resources they need most to amplify their recruiting efforts.

"Eighty-seven percent of officers say that recruiting seems more difficult today than it was five years ago, and 81 percent say that they would benefit from having more recruiting resources," says Axon CEO and founder, Rick Smith. "It's obvious from these numbers that law enforcement needs support now more than ever. With the "I'm in" campaign, we aim to showcase a clear vision for the future of police work, and help inspire the next generation of young people to connect and serve in their communities."

Customers can sign-up for the "I'm In" Recruiting Campaign by visiting [www.connectandserve.in](http://www.connectandserve.in) or texting "In" to 66866.

### **About Axon**

The Axon network is a network of devices, apps and people that helps law enforcement become smarter and safer. Our mission is to protect life. Our technologies give law enforcement the confidence, focus and time they need to keep their communities safe. Our products impact every aspect of an officer's day-to-day experience:

- **In the field** - Our Smart Weapons offer a less-lethal intermediate use of force response and our body-worn and in-car cameras collect video evidence to capture the truth of an incident; and our mobile applications enable simple evidence collection.
- **At the station** - Our secure, cloud-based digital evidence management solution allows officers and command staff to manage, review, share and process digital evidence using forensic, redaction, transcription, and other tools.
- **In the courtroom** - Our solutions for prosecutors make collaborating across jurisdictions and agencies easy so that cases can be resolved quickly.

We work hard for those who put themselves in harm's way for all of us. To date, there are more than 169,000 licensed users from around the world and more than 190,000 lives and countless dollars have been saved with the Axon network of devices, apps and people. Learn more at [www.axon.com](http://www.axon.com) or by calling (800) 978-2737.

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Additional assets available online: [Photos \(1\)](#) [Video \(1\)](#)

<https://investor.axon.com/2017-10-23-87-of-Police-Officers-Say-Recruiting-is-a-Challenge-Axon-Launches-Im-In-Campaign-to-Offer-Support>