



## FOR IMMEDIATE RELEASE

April 25, 2018

**Company Name:** Pleasanton Police Department  
**Address:** 4833 Bernal Avenue  
Pleasanton CA 94566  
**Contact:** Shannon Revel-Whitaker  
**Phone:** 925-931-5242  
**Fax:** 925-931-5480

### Pleasanton Police Promotes Two of Its Finest

*Family Focused Ceremony Celebrated New Sergeant and Captain*

PLEASANTON, Calif. – The Pleasanton Police Department promoted two dedicated employees in special badge pinning ceremony this morning. Lieutenant Larry Cox was promoted to the rank of Captain and Officer Rob Shuffield was promoted to the rank of Sergeant. The well attended event took place in the Pleasanton Council Chambers and centered on the importance of family support.

During the ceremony both men commented on the significance that family support played in their promotions. After his badge pinning Sergeant Shuffield said, "Without them [family] none of this would be possible." Captain Cox is well known for his love of family and dedication to teamwork, which he reiterated when thanking his family. "I can get emotional when talking about my family," Cox said, "To me family is everything...whether it's my biological family or my brothers on the SWAT team or everybody that works for this police department, is my family."

Captain Larry Cox was born in Portland, Maine and moved to Tracy, CA at a young age. After graduating from Tracy High School, Larry played football for San Joaquin Delta College before deciding on a career in law enforcement. He was drawn to the teamwork and camaraderie that police work had to offer.

Larry has over 20 years of law enforcement experience. He began his career with the Antioch Police Department in 1997 where he was a patrol officer, field training officer, and SWAT team operator before lateraling to Pleasanton in 2001.



*Better Together*

Captain Cox served the City of Pleasanton in a variety of assignments including patrol, field training officer, detective, personnel and training officer, force options instructor specializing in firearms,

defensive tactics and active shooter instruction. Larry was an operator, assistant team leader, senior team leader and tactical commander on the SWAT team and was instrumental in the creation of the East County Tactical Team. Larry was also voted by his co-workers as a peer support member.

He was promoted to Sergeant in 2014 where he served as a patrol supervisor and the Criminal Investigations Unit supervisor. Larry was promoted to the rank of Lieutenant in 2017 and served as a Patrol Operations watch commander.

Sergeant Rob Shuffield was born in Walnut Creek and raised in Danville, California. After graduating from San Ramon Valley High School, Rob attended Thomas Edison State University. It was here that Rob became interested in law enforcement while taking a constitutional law course.

Rob began his career in 2006 as a deputy with the Alameda County Sheriff's Office. In 2009, Rob joined the Pleasanton Police Department and has served in a variety of assignments, most recently in the Criminal Investigations Unit.

Captain Cox and Sergeant Shuffield will begin their new roles in patrol effective immediately. Please refer to photos of both men, attached.

###