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Call for investigation after fake celebrity tweets form part of Mayor's anti-knife crime campaign

- Keith Prince AM writes calling for investigation after fake tweets are published
- Says error has 'damaged credibility' of London Needs You Alive campaign

London Assembly member Keith Prince has called for an official investigation after fake celebrity tweets were published as part of the Mayor's anti-knife crime campaign.

Tweets seemingly produced by Star Wars actor John Boyega, grime artist Lethal Bizzle and singer Jessie J featured in the London Needs You Alive campaign, launched by Sadiq Khan in November last year.

However, it has emerged that none of the celebrities were consulted about their involvement.

Mr Prince has today written to Sadiq Khan urging a full internal investigation into the circumstances that led to the publication of the tweets.

London Assembly member Keith Prince said: "It's bordering on scandalous that such a sloppy error has been allowed to damage the credibility of such an important anti-knife crime message.

"The careless publication of these fake celebrity tweets only adds to growing questions about the Mayor's commitment to tackling the youth violence that has risen so dramatically under his leadership.

"Mistakes can happen, but for a mistake of this scale to occur on a campaign as crucial as this you have to question whether the Mayor is paying full attention to the details that matter.

"For that reason, I've written to Sadiq Khan urging an official investigation into how this damaging error occurred."

ENDS.

Notes

- Keith Prince is a Conservative London Assembly member
- A copy of Mr Prince's letter to the Mayor is attached

For more information or to arrange an interview, please contact the press office below.

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