

Allie Rice, 21, was a senior at LSU in Baton Rouge. Rice was driving home from Mid City after hanging out with friends at a bar on Sept. 16, 2022, according to WAFB9. She was stopped and sitting in her car alone around 2 a.m. on Government Street waiting for a train to pass. Hours later, Rice was found dead in her car with multiple gunshot wounds. To this day, no one has been charged or arrested for her homicide.

Angela Engler and Paul Rice are her parents. Engler recounted her ex-husband, Rice, waking her up at 4 a.m. as a parent's worst nightmare. She wishes no one will ever have to experience this wakeup call. The thought of this being able to happen anywhere at any time frightens Engler.

"The violence, the lack of care for life, the lack of concern for life right now. It just baffles me," said Paul Rice. Both describe the ongoing crimes in Baton Rouge as eye opening for them and others. This incident has made them realized that the crime rates are at a dangerously high level.

Allie Rice and Susie Granier, her aunt, were very close. They enjoyed meeting at restaurants to catch up and talk about life. A few months before her death, Rice and Granier had met up at Pastime Restaurant & Lounge. They had discussed making plans to hangout more often.

"Little did I know that was not going to happen," said Granier.

Engler, Granier and Paul Rice wanted to keep Allie Rice's personality and memories alive. They created the phrase "Live Like Allie" and started speaking out.

"The 'Live Like Allie' mantra gives us a good example of things we can do, to change the way we interact with each other, to make an impact on other people's lives," said Paul Rice.

To spread awareness of Baton Rouge's danger to loved ones, they produced bracelets with the phrase on them. All of the bracelets were Allie Rice's favorite color, yellow, which matched her joyful and bright personality. These yellow bracelets were offered free of charge at over 30 local businesses and organizations. Many companies such as Walk-On's Sports Bistreaux and The Shed BBQ raised money for Rice's funeral, her family, the foundation and reward money.

Granier created the "Live Like Allie" Facebook page to promote awareness online. Granier often posts updates, memories, merchandise and local companies who supported. Many supporters were able to use the provided links for donations and locations of movement events.

"I wanted to get as much people on board as I could. I wanted to keep people safe and keep my Allie alive," said Granier.

“As grateful as we were, the amount of support was overwhelming. We collectively decided to try and use the money to help others and hopefully prevent this from happening to another family,” said Engler.

The family wanted to urge the community to take a stand against violence. Baton Rouge Police Chief Murphy Paul would host walks with other citizens in high-crime neighborhoods to spread the ideas of a safe place to live. The bracelets and these walks became popular and gained enough support to start the Page/Rice Initiative.

The Baton Rouge Law Enforcement and Criminal Justice Foundation helped create and promote the Page/Rice Initiative. Then, they partnered with the Baton Rouge Area Chamber to identify high crime areas in the city. With the raised money, the initiative is providing crime cameras to selected home and business areas in those areas with no costs.

SafeBR unveiled a new crime camera in honor of the Page/Rice Initiative on March 1. Engler and Paul Rice’s families along with local organizations and law enforcement leaders gathered at Triple S Food Mart to show support. Clay Young, chairman of the Baton Rouge Law Enforcement & Criminal Justice Foundation, was present, and he said he aimed to cover the city in cameras to create an environment that everyone feels safe in according to WAFB9.

With the inspiration from the Page/Rice Initiative, the Law Enforcement Criminal Justice Foundation launched a new AI firearm detection software in some Baton Rouge cameras. The software is called ZeroEyes and is supposed to alert law enforcement of potential threats.

The Baton Rouge Department now has over 200 license plate readers and over 200 crime cameras over the city. These are becoming popular among law enforcements because they are effective and efficient without having to rely on too many officers.

“As crime changes and evolves, we have to do the same with our approach to safety,” said East Baton Rouge Sheriff Sid Gautreaux to WAFB9.

Both Engler and Rice express great sadness over missing their beloved daughter. Engler and Rice express their gratitude to everyone who has supported them and this journey to make Baton Rouge safer.

“I am just happy that we have been able to take steps to make Baton Rouge safer. I am sad it cost me my daughter’s and others’ lives to make it happen but glad that something positive could come out of this tragedy. I have always believed that everything happens for a reason. I just hope good things continue to come out of our situation,” said Engler.

“I agree. We have gotten the opportunity to work with these great people and organizations to make Baton Rouge safer a little at a time,” said Granier.