

National Crime Prevention Month Press Release Template

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[City/County] Encourages Community Safety During National Crime Prevention Month with [App Name]

TOWN, STATE, DATE – In recognition of National Crime Prevention Month this October, [City/County] is encouraging community members to take proactive steps to enhance their personal safety by downloading the [App Name] mobile safety app. This initiative aims to empower residents with the tools and information needed to prevent crime and respond effectively to emergencies.

Crime prevention isn't solely the responsibility of law enforcement; it's a shared responsibility. Each member of a community has a role to play, whether it's being aware of your surroundings, taking steps to protect your property, or simply being a good neighbor. [App Name] provides a suite of features designed to put safety tools directly into the hands of users. Take the time to educate yourself and those around you about crime prevention strategies, and tips, personal safety measures, and crime prevention features available via AppArmor.

"National Crime Prevention Month is about building a safer community together, and technology is a powerful tool in that effort," said [Name of Spokesperson, Title]. "[App Name] is a critical part of our strategy to empower every person in our community to be a partner in crime prevention. By downloading and using this app, residents can stay informed, report issues, and access help with the touch of a button."

Key features of the AppArmor app include:

- **Tip Reporting:** Users can anonymously or openly report suspicious activity or crimes directly to our public safety team, including photos, videos, and location. This allows us to respond faster and more effectively.
- **Emergency Plans and Resources:** The app provides instant access to important safety information and emergency procedures, even when offline. This includes information on what to do during a fire, active shooter situation, or natural disaster.
- **Real-time Notifications:** In a crisis, our public safety team can send push notifications directly to users' phones, providing immediate alerts and updates.

[City/County] is committed to fostering a secure environment for all residents. The AppArmor app is available for free download on both the Apple App Store and Google Play Store.

For more information about National Crime Prevention Month activities and to download the AppArmor app, please visit [Your Organization's Website] or search for "[App Name]" on your app store.

Learn more about AppArmor at
www.motorolasolutions.com/apparmor

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Additional ways to get involved this National Crime Prevention Month:

- Get to know your neighbors: Introduce yourself to those around you, participate in neighborhood events, and keep an eye out for anything unusual.
- Make your home a safer place: Simple measures like installing strong locks, using outdoor lighting, and keeping valuables out of sight can deter crime.
- Support local organizations: Many community groups are dedicated to crime prevention through programs like youth mentoring, community policing initiatives, and neighborhood watch programs.
- Be informed: Stay updated on local crime statistics and crime prevention tips. The National Crime Prevention Council (NCPC) is an excellent resource for information and programs.
- Report suspicious activity: If you see something that seems out of place or potentially dangerous, don't hesitate to contact local authorities.

Call to Action:

- Sign up for [App Name] today at [insert custom URL].
- Download the [App Name] app (Apple App Store / Google Play) to receive location-based and urgent emergency notifications.
- Share this information with family, neighbors, and coworkers to help everyone stay prepared during National Crime Prevention month and beyond.

[Insert your organization's boilerplate here]

National Crime Prevention Month is a nationwide effort to encourage individuals, families, and communities to take concrete steps to work together for a safer future. For more information about this campaign, resources, and how to participate, contact [Public Information Officer/Media Relations] at [phone] or [email], or visit [agency website].

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