



Department of Justice

FOR IMMEDIATE RELEASE
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AG
(202) 514-2007
TTY (866) 544-5309

DEPARTMENT OF JUSTICE AWARDS \$1 MILLION TO THE NATIONAL CRIME PREVENTION COUNCIL TO SUPPORT GUN SAFETY CAMPAIGN

Award Allocated for the Development of a National Public Education Campaign on Responsible Gun Ownership Encouraging Safe Storage

WASHINGTON – The Bureau of Justice Assistance (BJA) awarded \$1 million to the National Crime Prevention Council (NCPC) to support the development of a National Public Education Campaign on the subject of responsible gun ownership and safe gun storage. With the award, NCPC will create, produce, and distribute television, radio, and outdoor Public Service Announcements (PSAs) that encourage gun owners to safely store their firearms so that they do not fall into the wrong hands. The campaign will also emphasize the importance of immediately reporting lost or stolen guns to local law enforcement to ensure public safety.

“As part of President Obama's comprehensive plan to reduce gun violence, the Administration is committed to working with firearm owners and enthusiasts to prevent tragic accidents and keep guns from falling into the wrong hands,” said Attorney General Eric Holder. “We are determined to implement the kinds of common-sense solutions that our citizens - and especially our young people - deserve.”

Ensuring the public is educated in responsible gun ownership and firearm safety is a critical aspect to reducing gun violence. Gun owners, community groups and businesses must be aware and reminded to practice safe firearm storage and to make certain that firearms in the home are not casually accessible. This public awareness campaign will endeavor to decrease the threat of gun violence by promoting principles of responsible firearm ownership nationwide and providing guidelines for the safe usage and storage of firearms.

NCPC, founded in 1982, is the nation's nonprofit leader in crime prevention. For 30 years, they have delivered crime prevention tips and public service advertising campaigns that empower citizens individually and collectively to keep themselves, their families and their communities safe from crime.

It is planned that the PSAs created through this award will be distributed to more than 1,700 television stations, nearly 15,000 radio stations and more than 500 cable networks in 210 markets in summer 2013.

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