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**[Institution Letterhead]**

[Institution Representative Name] FOR IMMEDIATE RELEASE: [Date]

[Institution Name]

[Institution Address]

[Institution Contact information]

[Institution Name] Joins the National *Take Care of Each Other* Initiative   
to Help Educate Students about Safe Travel On & Off Campus

[Institution City], [Institution State]: A nationwide campus safety campaign is coming to [institution Name]. [*Take Care of Each Other*](http://ymiclassroom.com/lesson-plans/campus-safety/), created by the National Crime Prevention Council (NCPC) and Young Minds Inspired (YMI), and made possible by Uber, provides students with critical information on ridesharing safety, sexual assault prevention, off-campus safety (including streetwise habits and responsible alcohol use), on-campus safety (including dorm security and mental health), and campus safety resources.

Through education, students at [Institution Name] will not only learn how to keep themselves safe, but will also gain the skills to cultivate a safer community around them.

Since 2017, Uber has been collaborating with campuses, regulators, and law enforcement, to help educate the public about safe ridesharing practices and encourage everyone to [Check Your Ride](https://www.uber.com/newsroom/checkyourride/) every time. To continue increasing awareness on safety, the company is working with key campus safety organizations to provide safety-focused materials to be distributed to campus leaders across the U.S. and Canada.

NCPC, the nation’s leader in crime prevention, and YMI, a leader in educational outreach, are pleased to partner with Uber on this initiative. The free [*Take Care of Each Other*](http://ymiclassroom.com/lesson-plans/campus-safety/)campus safety toolkit is available online at [ymiclassroom.com/campus-safety](http://ymiclassroom.com/lesson-plans/campus-safety/). In addition to the program with NCPC and YMI, Uber is working with the International Association of Campus Law Enforcement Administrators (IACLEA) and No More on related campus safety initiatives.

“University campuses, police and public safety agencies, and student organizations play a pivotal role in helping keep students safe,” said Mike Sullivan, head of global law enforcement operations at Uber. “Uber can help build on the work of NCPC and YMI by providing technology and tools within the app to help enhance safety.”

“NCPC’s mission is to help people keep themselves, their families and their communities safe from crime. Campuses are important communities. As ridesharing grows on and off campus, we want to encourage people to be safe and remind them to verify the license plate, car make and model, and driver photo before getting into a vehicle. The National Crime Prevention Council is proud to be part of this initiative to help keep campuses safe by reminding everyone how to be safe when using rideshare.” – Ann M. Harkins, President and CEO of the National Crime Prevention Council

At [Institution Name], students who participate in the [*Take Care of Each Other*](http://ymiclassroom.com/lesson-plans/campus-safety/) initiative will gain essential skills that will not only help increase their safety on campus, but will benefit them long after they graduate. [Quote from Institution Spokesperson, such as “As an institution, we take our commitment to safety seriously and are always seeking out the best resources to use with our students. This campus safety initiative addresses the safety issues facing 21st century students, while also encouraging community building and a mantra of taking care of each other.”]

**About [Institution Name]**:   
[Insert a few sentences about the Institution here.]

**About Uber**

Uber started in 2010 to solve a simple problem: how do you get access to a ride at the touch of a button? More than 10 billion trips later, Uber is building tools to get people closer to where they want to be. By changing how people, food, and things move through cities, Uber is a platform that opens up the world to new possibilities.

**About National Crime Prevention Council (NCPC)**

The National Crime Prevention Council is the nation’s leader in crime prevention. NCPC is an independent, private, nonprofit organization [501(c)(3)] whose mission is to help people keep themselves, their families, and their communities safe from crime. Since 1980, NCPC’s iconic mascot, McGruff the Crime Dog®, has delivered easy-to-use crime prevention tips that protect what matters most – you, your family, and your community. Civic engagement is at the heart of NCPC’s mission. Because of its success in “moving the needle” and encouraging Americans to change behaviors, NCPC is widely respected in industry and government. NCPC has a national network of over 15,000 crime prevention professionals. NCPC’s experts offer training on a wide variety of crime prevention topics, including campus crime prevention.

**About Young Minds Inspired (YMI)**

YMI is the leader in developing sponsored educational content for use in schools and community settings, with more than 40 years of experience in helping organizations reach students and their families at all grade levels through customized in-school programs distributed free to teachers. Over the years, the YMI team has created more than 3,000 educational outreach programs for more than 900 corporations, associations, non-profits, and government agencies, including college/university-level programs on American history, media studies, law enforcement, intellectual property, and personal finance.

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