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Central VA Community College  
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#### **FOR IMMEDIATE RELEASE: NATIONAL AWARENESS DAY FOR “IF YOU SEE SOMETHING, SAY SOMETHING®” CAMPAIGN**

As a partner of the U.S. Department of Homeland Security’s national “If You See Something, Say Something®” campaign, the Central Virginia Public Information Network (CVPIN), representing the Central Virginia region, proudly supports national “If You See Something, Say Something®” Awareness Day on September 25 to help inspire, empower and educate the public on suspicious activity reporting.

“If You See Something, Say Something®” is a national campaign that raises public awareness of the indicators of terrorism and terrorism-related crime, as well as the importance of reporting suspicious activity to state and local law enforcement.

CVPIN representatives will play an active role on national “If You See Something, Say Something®” Awareness Day by:

- Leading discussions with employees about the importance of recognizing and reporting suspicious activity.
- Challenging employees to test their awareness by watching The Challenge PSA series. Find the videos at: [www.dhs.gov/see-something-say-something/take-challenge](http://www.dhs.gov/see-something-say-something/take-challenge).
- Using social media to share why our employees reports suspicious activity.

“We are grateful to play a leadership role for our community on this important day, as we all play a role in keeping our workplaces and communities safe,” adds JoAnn Martin, Director of Communications & Marketing, City of Lynchburg. “The City of Lynchburg and our neighboring localities, support the campaign and the national Awareness Day as an effective way to educate and empower our employees to recognize and report suspicious activity.”

To access Awareness Day resources and for more information on how to get involved, visit [www.dhs.gov/SeeSayDay](http://www.dhs.gov/SeeSayDay).

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