

If you **see** something, **say** something™

FOR IMMEDIATE RELEASE

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**NATIONAL PUBLIC AWARENESS CAMPAIGN TO KEEP COMMUNITIES SAFE FROM TERRORISM
COMES TO ORANGE COUNTY**

*The launch of 'If You See Something, Say Something' officially marked with first appearance of
giant 10-foot backpack at the Orange County Fair*

COSTA MESA, CA (July 12, 2013) – A localized version of the nationwide anti-terrorism campaign, If You See Something, Say Something™, launched today in Orange County to deliver the message that an alert public plays a critical role in keeping our community safe. Sponsored by the U.S. Department of Homeland Security (DHS), the campaign is administered locally by the Santa Ana and Anaheim Police Departments.

To generate more awareness of If You See Something, Say Something, a giant 10-foot tall, red backpack will appear at various locations throughout the county on a year-long tour. The backpack concept provides a highly visible and compelling reminder for people to use common sense to report things that do not seem right such as an unattended object left in a public place or near important buildings. Its first stop is at the Orange County Fair on July 12-14.

“Our community can be a target just like any other large metropolitan area for terrorist acts and we want Orange County to understand that homeland security starts with hometown security,” said Santa Ana Acting Chief of Police Carlos Rojas. “We can all participate in keeping our community safe so we encourage residents to simply be cognizant when in public and report anything that is unusual to the proper law enforcement authorities.”

In addition to the giant backpack, If You See Something, Say Something will be actively promoted through public service announcements, community events, social media, collateral materials and through a local website - KeepOCSafe.org - which provides information on key indicators of terrorism, how to report a possible terrorist act, and links to crime prevention and disaster resources.

“Like local community watch programs, If You See Something, Say Something is about working together to help keep our larger Orange County community safe,” said Raul Quezada, Anaheim Interim Chief of Police. “Residents know their surroundings better than anyone else. We simply ask that if something grabs their attention as strange, it’s better to be safe and report it to the police.”

The campaign first began in the wake of September 11, when the New York Metropolitan Transportation Authority developed the concept enlisting the eyes and ears of New York citizens as part of its local anti-terrorism strategy. In 2010, DHS obtained If You See Something, Say Something campaign licensing rights to spread the message nationwide.

For more information and the backpack tour schedule, visit KeepOCSafe.org.

About If You See Something, Say Something™

If You See Something, Say Something™ is a national anti-terrorism public awareness campaign that emphasizes the importance of reporting questionable activity to law enforcement authorities. Funded by the U.S. Department of Homeland Security Urban Area Security Initiative (UASI), the national campaign has expanded to reach states, counties, and cities and is administered in Orange County by the Santa Ana and Anaheim police departments. If You See Something, Say Something delivers the simple message to Orange County citizens that an alert public plays a critical role in keeping our community safe. For more information about the Orange County campaign, a list of key indicators of possible terrorist activity or violent crimes and links to local, regional and national resources, visit www.KeepOCSafe.org.

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