



## National Crime Prevention Council *Note to the Field*

October 1, 2020

### Crime Prevention Month Week 1: McGruff® Turns 40!

The National Crime Prevention Council's official kick-off and Week 1 of National Crime Prevention Month is a celebration of McGruff the Crime Dog®, America's beloved crime prevention icon who—with NCPC—has led our nation's efforts to help people keep themselves, their families, and their communities safe from crime for **40 years**.

Our country faces challenges similar to those that led to the creation of McGruff. That is why, for 40 years, his message has been to urge everyone young and old to do their part to "Take A Bite Out Of Crime®." Join NCPC as we celebrate Crime Prevention Month 2020 as well as McGruff's milestones. We will highlight a unique crime prevention theme each week in October.



#### Crime Prevention Month 2020:

<b>Week 1</b> , October 1 – 3:	McGruff® Turns 40!
<b>Week 2</b> , October 5 – 9:	Stay Safe. <i>Go For Real.</i>
<b>Week 3</b> , October 12 – 16:	Working Together to Reduce Violent Crime
<b>Week 4</b> , October 19 – 23:	Promoting Public Health and Safety in Communities
<b>Week 5</b> , October 26 – 30:	Protect Your PIN: Outsmart Fraudsters

You can help us keep the celebration going throughout the month of October by posting your favorite ads or memories of McGruff and tagging NCPC on Twitter ([@McGruffatNCPC](https://twitter.com/McGruffatNCPC)), Facebook ([@McGruff](https://www.facebook.com/McGruff)), on Instagram ([@mcgruff\\_ncpc](https://www.instagram.com/mcgruff_ncpc)) or using hashtag **#McGruffTurns40**.

#### **What Would You Like to Read about in Next Month's *Note to the Field*?**

We are always open to suggestions from those in the field or citizens who would like to learn more about crime prevention. It is as simple as sending an email to [info@ncpc.org](mailto:info@ncpc.org) with your ideas.

McGruff® reminds you to connect with NCPC on [LinkedIn](https://www.linkedin.com/company/ncpc) and follow NCPC on [Facebook](https://www.facebook.com/McGruff), [Twitter](https://twitter.com/McGruffatNCPC), and [Instagram](https://www.instagram.com/mcgruff_ncpc).