



Veteran Consumer Advocate Paul DelPonte to Take Helm of National Crime Prevention Council

Will Lead McGruff The Crime Dog® & Community Outreach Programs to Take A Bite Out of Crime®

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GAMBRILLS, MD--The National Crime Prevention Council has selected Paul DelPonte as Executive Director to move the nonprofit organization into a new era of educating communities to prevent crime and help consumers avoid fraud--online and off. DelPonte's career has focused on developing nonprofit public education and advocacy efforts that have won national attention and awards. They have led to important policy reforms to improve the public's health and safety.

"After an extensive national search, the National Crime Prevention Council found a strong leader to team up with our partners from local communities, government, law enforcement and the private sector to grow and evolve our programs at a time when they are needed more than ever," said board chairman Brian Monks in announcing DelPonte's appointment.

"We are eager for Paul to help us fully leverage the ability of NCPC's iconic McGruff the Crime Dog® to engage with a new generation of Americans," Monks added. "Paul's background and experience will help us expand our outreach to engage a growing number of Americans of all ages in keeping their communities safe."

The National Crime Prevention Council (NCPC), founded in 1982, is a national leader in helping people keep themselves, their families, and their communities safe from crime. NCPC produces crime prevention tools for communities, engages community members, and coordinates with local agencies. McGruff® continues to be a popular national symbol and messenger for helping communities come together to prevent crime. NCPC leads a network of nearly 15,000 crime prevention professionals and national, federal, state, and local organizations. Its award-winning public service advertising campaigns have generated more than \$2 billion in donated media.

"The National Crime Prevention Council is a vital community resource in keeping our nation safe and is needed now more than ever," DelPonte said. "No one should have to live in fear -- in their community or online."

DelPonte's career has focused on developing nonprofit advocacy and public education campaigns, including leading the National Committee to Preserve Social Security and Medicare Foundation, positioning the W.K. Kellogg Foundation's largest domestic initiative to make pivotal health policy changes, and launching the National Academy of Medicine's landmark work on medical errors. His work has been particularly focused on protecting older Americans. He authored "License to Steal," a study

warning of the vulnerability of seniors to financial fraud for the Gray Panthers and was instrumental in establishing the Alliance for Aging Research, which accelerates scientific discoveries to improve aging and health. DelPonte had his own “McGruff® Moment” in 2015, when he came forward as a federal whistleblower to call out millions of dollars of fraud in a federal job training program designed to help older Americans and U.S. veterans.

DelPonte’s work has earned numerous awards, including PR Campaign of the Year for work to strengthen fresh poultry labeling rules, the prestigious Thoth Award for The Men’s Health public service announcement campaign featuring Morgan Freeman, and the SABRE Award for Public Service Campaigns.

He began his career working for U.S. Senator Alan Cranston and served two terms as Commissioner on Aging in Montgomery County, Maryland, helping the county gain recognition by the World Health Organization as an age-friendly community.

DelPonte replaces Ann M. Harkins, who is retiring after 15 years with NCPC, almost 12 at the helm.

“The National Crime Prevention Council is a stronger organization today as a result of Ann Harkins,” Monks said. “Her dedication to an effective, nonpartisan vision of crime prevention has been second to none. Americans and their communities are better equipped to come together to prevent crime because of her efforts.”

Under Harkins, the National Crime Prevention Council has built new approaches to keep communities safe in the face of emerging crime trends including fraud, bullying and cyberbullying, and intellectual property theft. The Celebrate Safe Communities® program is crime prevention done the right way – local people working with local law enforcement to address local issues. NCPC’s most recent toolkit -- the *Go For Real* “Dupe Detector Kit,” is helping young people spot fake products that are too often shoddy and unsafe. Harkins has crafted innovative crime prevention partnerships with agencies like the Bureau of Justice Assistance at the U.S. Department of Justice and the U.S. Patent and Trademark Office as well as with a variety of private sector sponsors.

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