**[ORGANIZATION] JOINS WITH PROJECT CHILDSAFE TO ENCOURAGE FIREARMS OWNERS TO OWN IT? RESPECT IT. SECURE IT.**

**PROPER STORAGE IS THE NO. 1 WAY TO HELP PREVENT FIREARMS ACCIDENTS**

[Town, State] – **[Organization]** today announced its involvement in Project ChildSafe and the “Own It? Respect It. Secure It.” initiativeto help promote firearms safety and responsibility through the core message: “Store Your Firearms Responsibly.”

 “Through Project ChildSafe and the “Own It? Respect It. Secure It.” initiative, we want to reach as many people as possible to encourage safe and responsible firearms storage,” **said XXX, of [Organization]**. “Our goal is to make proper firearms storage as second nature as keeping medicine in child-resistant containers.”

To generate awareness around this important message, **[Organization] *has/will: [describe organizational activities to support the initiative here]***

Project ChildSafe is a nationwide educational program created by the National Shooting Sports Foundation. It promotes firearms safety and encourages responsible firearms storage by distributing free gun locks and educational material to gun owners across the country. Since 2003, Project ChildSafe has distributed more than 37 million free gun locks and safety information through partnerships with law enforcement agencies in all 50 states and five U.S. territories.

The “Own It? Respect It. Secure It.” initiative is built on the firearms industry’s long-standing commitment to safety and has been developed to give industry members an ongoing platform to deliver this message.

“Storing your firearms responsibly is a simple but vitally important message, and we are pleased to have **[Organization]**’s support,” **said Steve Sanetti, NSSF President and CEO.** “Together with all our - partners we can be powerful messengers in encouraging firearms owners to respect their firearms and store them responsibly when not in use.”

To find a free gun lock in your area, visit [www.projectchildsafe.org/find-a-safety-kit](http://www.projectchildsafe.org/find-a-safety-kit) and click on the interactive map. If there are no participating law enforcement agencies in your area, contact your local police or sheriff and urge them to get involved. There is no cost to do so.

For more information on Project ChildSafe, please visit [Project ChildSafe.org](http://www.projectchildsafe.org/).

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**ABOUT** [Organization]

**Company boilerplate goes here**

**ABOUT NSSF**
The National Shooting Sports Foundation is the trade association for the firearms industry. Its mission is to promote, protect and preserve hunting and the shooting sports. Formed in 1961, NSSF has a membership of more than 13,000 manufacturers, distributors, firearms retailers, shooting ranges, sportsmen's organizations and publishers. For more information, visit[***www.nssf.org***](http://www.nssf.org/).

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