Rave Guardian Press Release Template

**<insert school> Encourages Students and Faculty to Stay Safe with [custom app name]**

 *Free App for Students & Faculty Turns Your Phone Into a Personal Security Device*

**<insert location>, <insert date>.** With the start of a new academic year, safety is top of mind. As part of the <college/university>’s ongoing commitment to campus safety, the <enter school name> Department of Public Safety is reminding students and staff to download [custom app name], a free mobile app that turns any smartphone into a personal safety device. By downloading this free safety app, students and faculty can enhance their personal safety both on and off campus.

With [custom app name], users can create a profile of information about themselves, and invite family and friends to their safety network. When needed, the user can request one or more of their “guardians” to virtually walk with them on or off campus. With the app, students and faculty can have an emergency blue light system and trusted friend with them whenever needed.

The app also allows users to call for help with the push of a button and instantly share their [custom app name] profile and current location with campus safety officials.

How does the [custom app name] work?

* **Register and set up an account:** Users can add their name, campus address, medical notes and other pertinent information for campus safety in case of emergency.
* **Easy Emergency Communication**: In an emergency, a one button call to campus safety officials will display the user’sprofile and current location.
* **Add & Message Guardians**: By adding roommates, friends, and family to their network, users can feel safer when walking alone, on or off campus. Guardians can also be messaged directly through the app.
* **Set a Safety Timer**: In the event a student feels unsafe, they can set a timer with their current location, indicating where they are going and when they should arrive. In the event they do not make it there and deactivate the timer, Guardians or campus safety will be immediately alerted.
* **Send Anonymous Tips**: See something, say something. The app allows users to anonymously text suspicious activity to campus police, including photos.

<insert quote from campus official> \*sample\* “The safety of our students and staff is our top priority at <insert school>,” said <insert name, title>. “The [custom app name] allows each one of our campus members to be proactive about their safety and help keep themselves, as well as their friends, safer. We encourage everyone to download and register with the [custom app name].”

The [custom app name] can be downloaded in the Apple or Google Play stores by searching for “[custom search terms]”. You can also learn more at [www.raveguardian.com](http://www.raveguardian.com).

[Custom app name] is a product of Rave Mobile Safety, the most trusted safety software partner, connecting millions to those they trust to protect them, by providing safety officials with innovative tools to prepare better, respond faster, and communicate more effectively during emergencies. Rave protects more than 65% of colleges and universities across the U.S.

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