

Note: The following PSA may be used as a guideline when writing your own PSA for distribution in September and October.

Public Service Announcement

Halloween Safety 60-second PSA

Contact: [chapter contact]
[contact's phone number]
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Halloween is one of the most exciting holidays of the year. But when basic safety precautions aren't followed, it can also be the most dangerous. To ensure that you and your family have a fun and safe Halloween, the CPCU Society [chapter name] Chapter reminds you to:

- **Make sure your family's costumes are safe.** Select outfits made of fire retardant materials and trimmed in reflective tape.
- **Opt for face paint instead of masks.** Be sure the make-up you select has been laboratory tested and is labeled non-toxic.
- **Always accompany young children** as they trick-or-treat. Review safety guidelines with older children who may venture out on their own.
- **Select the houses you visit carefully.** Only go to houses where a light is on, and never enter a stranger's home. Children should also never approach a stranger's car for candy.
- **Carefully inspect all trick-or-treat goodies.** If you find that candy has been opened, it may have been tampered with, and should be thrown away. It's also a good idea to wash fruit and slice it into small pieces.
- **Drive cautiously.** Watch for children running out into the street and walking on driveways and side streets.

This message is brought to you by the CPCU Society [chapter name] Chapter. CPCUs are certified experts in the property and casualty insurance industry.

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About the CPCU Society

The CPCU Society is a community of credentialed insurance professionals who promote excellence through ethical behavior and continuing education. The Society's more than

25,000 members hold the Chartered Property Casualty Underwriter (CPCU®) designation, which requires passing eight rigorous undergraduate- and graduate- level examinations, meeting experience requirements, and agreeing to be bound by a strict code of professional ethics. The CPCU designation is conferred by The Institutes. More information about the CPCU Society is available at www.cpcusociety.org.