

Note: The following PSA may be used as a guideline when writing your own PSA on holiday safety gifts for distribution in November and December.

PUBLIC SERVICE ANNOUNCEMENT

Holiday Safety Gifts
60-second PSA

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'Tis the season to start thinking about holiday gifts for your family and friends. If you're looking for a unique way to show someone you really care — give the gift of safety! It's not only practical, but it could end up saving a life. The CPCU Society [chapter name] Chapter suggests putting together a gift basket containing one or more of the following items:

- **Fire safety items**, such as a smoke detector, fire escape ladder, fire extinguisher or carbon monoxide detector.
- **Car safety items**, such as flares, reflective signs, jumper cables, car fire extinguisher or child booster seat.
- **Items to childproof the house**, including electrical outlet covers, cabinet door and drawer locks, cord rollers, and appliance and toilet locks.
- **Home safety items**, such as a first-aid kit, a book on emergency first-aid procedures, a flashlight or a gift certificate for a CPR class.

Giving someone the gift of safety this holiday season may seem unconventional, but it will send the message that you care about them.

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