

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

PUBLIC SERVICE ANNOUNCEMENT

Holiday Shopping Safety 60-second PSA

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The holiday season is not only the busiest shopping time of the year, but it also happens to be a prime time for thieves to load up on holiday gifts. The CPCU Society [chapter name] Chapter offers the following safety tips:

- Stay alert — and look alert — at all times.
- Keep your money in either a waist pack or in your pocket.
- Carry as few packages as possible by consolidating what you have into one bag.
- Be aware of everything happening around you in the store and in the parking lot.
- Park in busy, brightly lit areas, and lock your doors when you get into your car.
- Carry only one or two credit card, and never display large amounts of cash.
- Leave expensive jewelry at home.
- Wear comfortable walking or running shoes.

Follow these tips for safe and enjoyable shopping trips this holiday season — and every day of the year.

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.