

CHAMBER NEWSLETTER / WEBSITE COPY — FULL VERSION

Building Preparedness—and a Community SafetyNet

Strong communities depend on more than businesses, roads and buildings. They depend on people looking out for one another.

The **Bandana-Guide Community Safety Initiative** is designed around that simple idea.

Safety Bandana-Guides provide practical emergency-reference information in a portable, durable format that can be kept close at hand—in a vehicle, backpack, home, workplace, emergency kit or wherever it may be useful.

Available topics address a variety of everyday safety needs, including First Aid, Home Safety & Protection, Personal Safety & Defense, Vehicle Safety & Roadside Repair, Water Safety, Wilderness Survival and more.

At the same time, purchases help build a **Community SafetyNet**.

The SafetyNet is intended to provide temporary assistance when an otherwise self-sufficient neighbor or household experiences a genuine, unexpected emergency and needs a helping hand getting back on their feet.

The Initiative uses a **Safety Code** to connect purchase proceeds to communities. For residents purchasing independently, the Safety Code is simply their ZIP Code.

Participating organizations may also receive their own unique Safety Code. When that code is used, \$10 in purchase proceeds is allocated locally—\$8 to the Community SafetyNet and \$2 to the participating organization. The organization may elect to direct its \$2 to the SafetyNet as well, allowing the entire \$10 to help build the local fund.

Orders and payments are handled online. Participating businesses and organizations do not need to maintain inventory, collect payments or distribute products.

It's a straightforward model:

Better-prepared people. Local participation. A stronger Community SafetyNet.

Learn more at Bandana-Guide.com

Be Safer. Be Prepared. Help a Neighbor.