



**All ProAction Cops & Kids funding is raised from private donors. The more donors hear about your program, (from us or in the media) the more likely it is they will continue to support ProAction. Please ensure that ProAction's role in supporting your program is a part of your message. ProAction encourages you to seek media attention for your program.**

- **ProAction Cops & Kids would like to review any news releases, media alerts** or other print materials before they are sent out to the media or public, regardless of whether they have been initiated by you; the Halton Regional Police Service, Corporate Communications and Media Relations Unit; or an outside partner in your program (i.e. YWCA, etc.)
- Please refer to us as **ProAction Cops & Kids**, with absolutely no variation, in your first reference to us in your written material. In the second reference you may refer to us as just ProAction.
- On all press releases, promotional materials, or when you are speaking to media about your program, please include the following sentence:  
“(Program) is funded by ProAction Cops & Kids, a charitable organization that provides funding for police programs for youth at risk.”
- ProAction's organizational summary can also be included on any news releases, media alerts and other print materials. It should appear as follows at the end of the release or alert:  
**About ProAction Cops & Kids:**  
ProAction is a charity that funds projects and activities, initiated and run by police officers, which engage youth at risk. Our goal is to build trust and mutual respect between cops and youth, helping kids at risk before they become kids in trouble.
- **Please notify ProAction Staff of any and all media opportunities for your program**, regardless of whether they have been initiated by you, the Halton Regional Police Service, Corporate Communications and Media Relations Unit or another of your partners in the program. If you are aware that media will be attending your event, or if you have sent out invitations to media, please notify ProAction staff so they can attend the event, assist with creating/editing media materials and provide you with briefing notes for potential interviews.

### **ProAction Logo**

- Please ensure that the official ProAction Cops & Kids logo is prominently displayed on any official promotional materials for your program.
- Draft materials can be emailed to ProAction for approval of logo use.
- ProAction's official logo can be obtained by emailing [nicole@copsandkids.ca](mailto:nicole@copsandkids.ca)