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**PROJECT SAFE NEIGHBORHOOD TARGETS GUN VIOLENCE
Arizonans for Gun Safety Continues Community Outreach Campaign**

PHOENIX (June 20, 2007) — Over the past decade, more than 8,800 Arizonans have been killed as a result of the misuse of guns—a death rate that ranks 10th in the nation. But one group, Arizonans for Gun Safety (AzGS), is taking aim at the trend, continuing a community outreach program that started more than a year ago with one objective in mind: to decrease the number of injuries and deaths caused by mishandling of guns.

Over the past year, AzGS – in partnership with Project Safe Neighborhood, the Arizona division of the U.S. Attorney’s Office and the ATF – has emphasized and will continue to endorse the following messages through a series of English and Spanish language billboards, bus boards, posters and community events:

- 1) The importance of reporting illegal guns
- 2) The impact of random gunfire
- 3) Safe gun ownership
- 4) Straw purchasing

The effort, made possible through a grant from the Arizona Criminal Justice Commission, features actual Arizonans and targets four specific zip codes identified by the Trauma Administration at St. Joseph’s Hospital as high-risk areas (85034, 85040 and 85009 in Phoenix, and 85745 in Tucson). The campaign promotes an “Always Anonymous Tip Line,” as well as the campaign’s overall message: “Keep your neighborhood safe. Stop Gun Crime.”

“Our goal is to encourage people in the community that it’s safe to call the anonymous tip line if they see any illegal gun activities,” said Hildy Saizow, president of Arizonans for Gun Safety. “We believe that by keeping these messages in front of those in the high-risk neighborhoods, we will help them take back their neighborhoods.”

Arizonans for Gun Safety is a non-profit, community-based organization dedicated to reducing gun deaths and injuries with common sense, prevention-oriented solutions. AzGS’s mission is to engage individuals, organizations and public officials from diverse communities in a statewide campaign to prevent gun violence.

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