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Secretary Napolitano and TSA Administrator John Pistole Announce Expansion of the "If You See Something, Say Something Campaign"

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WASHINGTON—Department of Homeland Security (DHS) Secretary Janet Napolitano and Transportation Security Administration (TSA) Administrator John Pistole today announced the expansion of the nationwide "If You See Something, Say Something" campaign in the National Capital Region and to the nation's hotel and lodging industry—raising public awareness and strengthening security in America's tourism and travel industry in anticipation of the busy holiday travel season.

The "If You See Something, Say Something" campaign—originally implemented by New York City's Metropolitan Transportation Authority and funded, in part, by \$13 million from DHS' Transit Security Grant Program—is a simple and effective program to engage the public and key frontline employees to identify and report indicators of terrorism, crime and other threats to the proper transportation and law enforcement authorities.

"As Americans head into the busy holiday travel season, it is important to remember that every individual has a role to play in keeping our country safe and secure," said Secretary Napolitano. "The 'If You See Something, Say Something' campaign encourages travelers and those who work in the hotel industry to identify and report indicators of terrorism, crime and other threats to the proper law enforcement authorities."

Secretary Napolitano and Administrator Pistole joined Metropolitan Police Chief Cathy Lanier, Metropolitan Washington Airports Authority Police Chief Stephen Holl and Metro Transit Police Department Police Chief Michael Taborn in announcing the launch of "If You See Something, Say Something" advertisements in DC-area airports, public transit, movie theaters, gas stations and on local radio stations.

"The partnerships we build in communities and with travelers are critical to supporting our security mission," said TSA Administrator Pistole. "We saw with the failed Times Square attack the impact alert travelers can have and we ask for the public's continued partnership to help keep our skies safe."

Recognizing the critical role of the hospitality industry in protecting travelers, Secretary Napolitano also highlighted DHS' new "If You See Something, Say Something" partnership with the American Hotel & Lodging Association (AH&LA)—announced by Deputy Secretary Jane Holl Lute in New York City on Saturday.

With the assistance of AH&LA, DHS offered threat briefings to industry stakeholders, created a web-based training tool for employees, and has created public education materials to help the hotel industry manage security at their facilities and encourage hotel employees to identify and report suspicious activities and threats. These materials are available at www.dhs.gov/cfsector.

Since the beginning of the summer, DHS has worked with state and local officials to leverage best practices from the law enforcement community while engaging the public in identifying and reporting suspicious activity through the national Suspicious Activity Reporting (SAR) initiative—an administration effort to train state and local law enforcement to recognize behaviors and indicators related to specific threats and terrorism-related crime—and the expansion of "If You See Something, Say Something" to communities throughout the country, launching new partnerships with organizations including AH&LA, Amtrak, the Washington Metropolitan Area Transit Authority (WMATA), the general aviation industry and fusion centers.

In the coming months, the Department will continue to expand the "If You See Something, Say Something" campaign nationally with public education materials and outreach tools

designed to engage America's businesses, communities, and citizens to remain vigilant and play an active role in keeping the country safe.

For more information, visit www.dhs.gov.

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