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DHS Announces "If You See Something, Say Something™" Campaign Partnership with Major League Soccer

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[DHS anuncia alianza con la Major League Soccer para campaña "Si ve algo, diga algo™"](#)

WASHINGTON— The Department of Homeland Security (DHS) today announced a new partnership between the DHS "If You See Something, Say Something™" public awareness campaign and Major League Soccer (MLS)—highlighting the Department's partnership with the sports industry to ensure the safety and security of the employees, players and fans.

"Each of us has a role to play in helping keep America safe, and time and again, we have seen the value of public vigilance in thwarting terrorism and crime," said Secretary Napolitano. "Promoting the simple, but effective "If You See Something, Say Something™" message during the MLS Cup and throughout the MLS season is a significant step in ensuring the safety of the players, spectators and employees."

The Department's "If You See Something, Say Something™" partnership with the MLS Cup will feature a "If You See Something, Say Something™" graphic that will aired on the video board during the MLS Cup championship game in Carson City, Calif. Safety messaging will also be printed on the back of MLS Cup credentials for staff, players, and volunteers and in game day programs distributed to fans. Throughout the MLS season "If You See Something, Say Something™" campaign graphics appeared on video boards and on the MLS website, and the "If You See Something, Say Something™" Public Service Announcement was read at games.

"Major League Soccer is pleased to partner with the Department of Homeland Security on the "If You See Something, Say Something™" campaign," said MLS Executive Vice President Nelson Rodriguez. "We encourage our millions of fans to heed this simple message and help keep all of us safe."

The "If You See Something, Say Something™" campaign—originally implemented by New York City's Metropolitan Transportation Authority and now licensed to DHS for a nationwide campaign—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.

Over the past year, DHS has collaborated with federal, state, local and private sector partners, as well as the Department of Justice, to expand the "If You See Something, Say Something™" campaign and the Nationwide Suspicious Activity Reporting (SAR) Initiative—an administration effort to train state and local law enforcement to recognize behaviors and indicators related to terrorism, crime and other threats; standardize how those observations are documented and analyzed; and ensure the sharing of those reports with the Federal Bureau of Investigation (FBI) led Joint Terrorism Task Forces for further investigation.

Recent "If You See Something, Say Something™" campaign partnerships with the sports industry include DHS partnerships with Major League Baseball during the play-offs and the 2011 World Series, Oklahoma University NCAA 2011 football and basketball seasons, and several National Football League teams including; the Arizona Cardinals, Baltimore Ravens, Chicago Bears, Houston Texans, Indianapolis Colts, Kansas City Chiefs, and the San Diego Chargers.

DHS will continue to expand the "If You See Something, Say Something™" campaign nationally to help America's businesses, communities and citizens remain vigilant and play an active role in keeping the country safe.

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