

**Our City. Our Safety.**

**CHICAGO**

**MAY 24-27 RESOURCE TOOL KIT**



## Introduction

From all of us at the city of Chicago, we want to wish you a safe and enjoyable Memorial Day weekend!

Starting today and through the weekend, city agencies, community partners and neighborhoods across the city are coming together to say no to violence. From Rogers Park to Hegewisch, and the lakefront to Austin, and all communities in between; we are working together to provide access to key services, community and city resources, and fun and safe opportunities for all to enjoy everything that our amazing city has to offer.

As part of this effort, the Mayor's office and the city of Chicago are launching a Memorial Day safety awareness campaign called "Our City. Our Safety." that will run from May 24 – 27. This campaign will feature a number of marketing and communication elements that we would like all of our city agencies and partners to share with their constituencies to inform them on:

- Ways to be safe over the holiday
- Events and activities they can participate in
- Resources that can fill critical needs
- How to report suspicious behavior

All of these campaign elements are being made available to you in this toolkit and are also available online at [chicago.gov/summer](https://chicago.gov/summer).

Thank you for your support and happy Memorial Day!

**Lori E. Lightfoot**

Mayor  
City of Chicago



## Get Involved

There are a wide variety of ways you can help in getting the word out about safety this Memorial Day weekend.

- Share and promote city agency sponsored events and activities with your constituents.
- Share and promote city agency resources with your constituents.
- Submit additional Memorial Day resources and activities for inclusion in our campaign.
- Share the Mayor's video PSA with your constituents.
- Print and distribute 'Our City. Our Safety.' flyers to your constituents.
- Print and post 'Our City. Our Safety.' posters in and around your facilities.
- Post 'Our City. Our Safety.' messages and graphics on your social media accounts.

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## Our City. Our Safety. Campaign Asset List

### CAMPAIGN ELEMENTS

Campaign Logo	4-5
Video PSA	6
Self-Print Safety Flyer – 8.5" x 11"	7-8
Self-Print Safety Poster – 11" x 17"	7-8
Social Media Hashtags & Post Text	9-10
Social Media Graphics (Facebook, Twitter, Instagram)	9-10
City Info Panel Bus Stop Ads	11-14
City Info Panel Billboards	11-14
CTA Digital Billboards	11-14

# Logos

ENGLISH

Our City. Our Safety.  
**CHICAGO**



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# Logos

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Video PSA



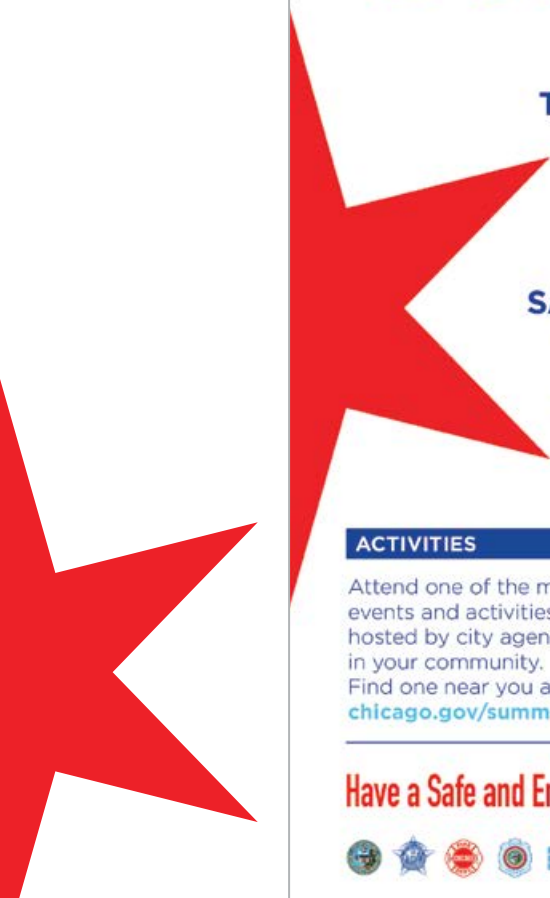
[VIDEO](#)

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# Self-Print Poster & Flyer

ENGLISH

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## Our City. Our Safety. CHICAGO

**THIS MEMORIAL DAY,**  
city agencies,  
community partners  
and neighborhoods  
across the city are  
coming together to  
**SAY NO TO VIOLENCE.**  
Here are two simple ways  
you can play a role in  
keeping our city safe over  
the holiday weekend.

**ACTIVITIES**


Attend one of the many events and activities hosted by city agencies in your community. Find one near you at [chicago.gov/summer](http://chicago.gov/summer).

**REPORT CRIME**

If you see any suspicious activity, please report it immediately to the Chicago Police Department.

**CALL 911**  
Or submit online at [cpdtp.com](http://cpdtp.com)

**Have a Safe and Enjoyable Memorial Day from the City of Chicago!**



# Our City. Our Safety. CHICAGO



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SPANISH

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## Nuestra Ciudad. Nuestra Seguridad. CHICAGO

**ESTE MEMORIAL DAY,**  
las agencias de la ciudad, los  
socios comunitarios y los sectores de  
toda la ciudad se unirán para  
**DECIR NO A LA VIOLENCIA.**

Aquí hay dos maneras simples en  
las que puede desempeñar un  
papel importante para mantener a  
nuestra ciudad segura durante  
el fin de semana feriado.

### ACTIVIDADES

Asista a uno de los múltiples  
eventos y actividades  
organizados por las agencias  
de la ciudad en su comunidad.  
Encuentre uno cerca de usted en  
[chicago.gov/summer](http://chicago.gov/summer).

### REPORTE UN CRIMEN

Si ve alguna actividad  
sospechosa, infórmelo  
de inmediato al  
Departamento de  
Policía de Chicago.

LLAMANDO AL  
**911**  
O en línea [cpdtp.com](http://cpdtp.com)

Tenga un Memorial Day seguro y agradable de parte de la ciudad de Chicago



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# Social Media Hashtags & Post Text

ENGLISH

## POST TEXT

Have a great and safe Memorial Day from [Insert Agency/Partner Name]! #ourcityoursafety #chicago #memorialday

It's all about our city and our safety. You can make a difference in keeping our city safe during Memorial Day weekend. Learn more at [chicago.gov/summer](http://chicago.gov/summer). #ourcityoursafety #chicago #memorialday

We all have a role to play in keeping Chicago safe over Memorial Day. Learn more about how you can get involved at [chicago.gov/summer](http://chicago.gov/summer). #ourcityoursafety #chicago #memorialday

Find activities and resources to keep your safe on Memorial Day at [chicago.gov/summer](http://chicago.gov/summer). #ourcityoursafety #chicago #memorialday

City agencies are offering free events for all ages over Memorial Day weekend. Find out more about them at [chicago.gov/summer](http://chicago.gov/summer). #ourcityoursafety #chicago #memorialday

If you see something suspicious this Memorial Day, make sure to call 911. #ourcityoursafety #chicago #memorialday

## HASHTAGS

#ourcityoursafety  
#chicago  
#memorialday

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# Our City. Our Safety. CHICAGO

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# Social Media Hashtags & Post Text

SPANISH

## POST TEXT

¡Tenga un excelente y seguro Memorial Day [Insert Agency partner name]! #nuestraciudadnuestraseguridad #chicago #memorialday

Quando se trata de nuestra ciudad y nuestra seguridad, usted puede hacer la diferencia en mantener nuestra ciudad segura durante el fin de semana del Memorial Day. Obtenga más información en [chicago.gov/summer](http://chicago.gov/summer). #nuestraciudadnuestraseguridad #chicago #memorialday

Todos tenemos un papel importante que desempeñar para que Chicago este seguro durante este Memorial Day. Obtenga más información sobre cómo puede participar en [chicago.gov/summer](http://chicago.gov/summer). #nuestraciudadnuestraseguridad #chicago #memorialday

Encuentre actividades y recursos para mantener su seguridad este Memorial Day en [chicago.gov/summer](http://chicago.gov/summer). #nuestraciudadnuestraseguridad #chicago #memorialday

Las agencias de la ciudad ofrecen eventos gratuitas para todas las edades durante el fin de semana de Memorial Day. Obtenga más información en [chicago.gov/summer](http://chicago.gov/summer). #nuestraciudadnuestraseguridad #chicago #memorialday

Si ve algo sospechoso este Memorial Day, asegúrese de llamar al 911. #nuestraciudadnuestraseguridad #chicago #memorialday

## HASHTAGS

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#chicago

#memorialday

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# Advertisements

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CITY PANEL

**Our City. Our Safety.**  
**CHICAGO**

**STAY SAFE THIS MEMORIAL DAY**

Report suspicious activities to **911**

— \* \* \* \* — [cpdtip.com](http://cpdtip.com) — \* \* \* \* —

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# Our City. Our Safety.

# CHICAGO

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**Our City. Our Safety.**  
**CHICAGO**

**STAY SAFE THIS MEMORIAL DAY**

Report suspicious activities to **911**

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SPANISH

CITY PANEL

**Nuestra Cuidad. Nuestra Seguridad.**  
**CHICAGO**

**MANTÉNGASE SEGURO  
ESTE MEMORIAL DAY**

Reporte actividades  
sospechosas al **911**

— \* \* \* \* — [cpdtp.com](http://cpdtp.com) — \* \* \* \* —

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Asista a eventos realizados  
por agencias de la ciudad.

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