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City Recognized for Safety Campaign

Harrisonburg, Va. – The city of Harrisonburg has been recognized for its campaign to keep residents safe.

The Virginia Municipal League (VML) named Harrisonburg as a recipient of the 2016 Innovation Award in the communications category for its Safety Sally Campaign.

Last December, creative minds with the Harrisonburg Fire Department (HFD) capitalized on the popularity of the “Elf on the Shelf” holiday tradition and introduced Safety Sally. Everyday throughout the month, Safety Sally was into mischief and featured on social media and in the local news showing the troubles she had gotten into along with tips on how to avoid danger and prevent injuries. This campaign targeted children and their parents with these fun safety lessons.

“This campaign was successful because of the partnerships formed to help promote safety within our community,” explained Mary-Hope Vass, public information officer. “We partnered with local media outlets and residents, who together liked, shared, and promoted these fun efforts with the goal of keeping children in our community safe.”

VML is a statewide association of city, town, and county governments established to improve and assist local governments through legislative advocacy, research, education, and other services. Every year localities submit projects or campaigns from within their community to compete toward receiving this award.

Residents, visitors, and businesses are encouraged to follow the city on [social media](#) to see when and how Safety Sally makes her grand debut in 2016!

Additional information on VML is available at www.vml.org.

*Who will notify you if an emergency-related event is happening in Harrisonburg or Rockingham County? Sign up to receive free alerts through the **Harrisonburg and Rockingham County Emergency Alert System** by visiting www.HREmergencyAlert.com.*



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