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**[Insert Firearm Business Logo]**

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**DURING GUN STORAGE CHECK WEEK, [*FIREARM BUSINESS NAME*] URGES RESIDENTS TO ‘MAKE SURE IT’S SECURE’**

[TOWN, STATE], [DATE]– [*Firearm Business Name*] will participate in Gun Storage Check Week (June 1-7), the inaugural observance convened by NSSF® —The Firearm Industry Trade Association—to encourage gun owners and their families to check on their firearm storage practices and do their part to prevent unwanted access.

NSSF, a respected advocate for responsible firearm ownership, launched [Gun Storage Check Week](https://gunstoragecheck.org/) to remind gun owners and their families to “Make sure it’s secure,” the campaign’s slogan. This collaborative effort underscores a shared commitment to preventing firearm-related incidents.

Secure firearm storage is the most effective way to help prevent firearm accidents, suicides and theft. Many secure storage options are available, including lock boxes, cable locks and full-size safes, to secure firearms when not in use in homes and vehicles. When firearms are not under your direct control or being carried on your person, it’s best to place them in locked storage. Fast-opening lock boxes are a good solution for firearms kept for home security.

"Most gun owners store their firearms safety and responsibly, but we can do more to help prevent firearm-related accidents, suicides and thefts by using Gun Storage Check Week as an occasion to review storage practices and make changes, if necessary, to prevent unauthorized access,” said [*Name, Title, Firearm Business Name*].

“No one wants their gun in the hands of an unsupervised child, a person in crisis, an individual who lacks knowledge of safely operating firearms or a thief,” says Joe Bartozzi, President and CEO of NSSF. “If something bad happens because your gun isn’t stored securely, you’ll regret it, probably forever.”

The NSSF websites [GunStorageCheck.org](https://gunstoragecheck.org/) and [ProjectChildSafe.org](https://projectchildsafe.org/) offer a variety of firearm safety education resources, including

* A Gun Storage Check Week [infographic](https://gunstoragecheck.org/wp-content/uploads/GSCW-Infographic-optimized.pdf) for reviewing safe storage practices
* A handout on [Firearm Storage Options](https://gunstoragecheck.org/firearm-storage-options/)
* A handout on [Tips for Firearm Safety](https://gunstoragecheck.org/wp-content/uploads/PCS_FirearmsSafety_2020_web_optimized.pdf) in your home

NSSF and Project ChildSafe will launch a second Gun Storage Check Week observance September 1-7 to coincide with National Suicide Prevention Month.

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**About [Firearm Business Name]**

[*Firearm Business Boilerplate*]

**About NSSF:** NSSF is the trade association for the firearm industry. Its mission is to promote, protect and preserve hunting and the shooting sports. Formed in 1961, NSSF has a membership of thousands of manufacturers, distributors, firearm retailers, shooting ranges, sportsmen’s organizations and publishers nationwide. For more information, visit [nssf.org](https://www.nssf.org/).