



[920212SAFE.com](http://920212SAFE.com)

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## NEWS RELEASE

### GREEN BAY POLICE CARS PROMOTE BE SAFE CAMPAIGN

Hotline Connects Domestic Abuse Victims to Local Help

The next time you see a Green Bay Police Department squad car you may notice a new addition: a red magnet that reads 920-212-SAFE.

The magnet is a moving promotion for the Be Safe campaign, an initiative focused on reaching those dealing with domestic abuse to ensure they know local help is here and available.

After attending the [campaign launch](#) in mid-October, Green Bay Police Chief Chris Davies came up with the idea of taking the red button graphic featuring the hotline number on a magnet for the city's squad cars.

"Domestic violence continues to plague our community and we were looking for some way we could support the Be Safe campaign and get out the word there is local help available for victims of domestic abuse," he said. "Our hope is when people see our vehicles driving around, they will notice the easy-to-remember number and give it a call if they or a loved one needs help if they are victims of abuse."

All calls going to the hotline number are answered 24/7 by the skilled counselors at Golden House, Brown County's comprehensive domestic violence shelter and support.

This awareness effort comes at an important time since domestic violence increases during the holidays, said Cheeia Lo, executive director of Golden House.

"There are multiple reasons for the increase, whether it is dealing with financial stress, family issues or drinking more alcohol," she said. "We want to reach everyone in the community, so they know there is local, free help available for victims of domestic abuse."

The Be Safe campaign is truly a community initiative. With funding from a dedicated community member, O'Connor Connective was asked to create and carry out the logistics of the campaign, which encourages those dealing with domestic violence to



**GoldenHouse™**  
Help and Healing for Domestic Abuse

The **Be Safe Campaign** seeks to enhance awareness of local domestic violence resources and is a joint effort of Golden House and the Community Coordinated Response Team – Diversity and Inclusion Committee within Brown County.

For more information, contact:  
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call 920-212-SAFE so they can receive the help they need. The campaign also has community partners, who amplify the message through their organization to ensure as many people as possible are reached.

“There is power in partnerships,” said Green Bay Mayor Eric Genrich. “For this campaign, nonprofit organizations, governmental agencies, healthcare systems and local businesses are working together to raise awareness about the free, local help available for those affected by domestic violence.”

In addition to the City of Green Bay, the Green Bay Police Department and Golden House, other community partners include: Bellin Health, Brown County, Brown County Library, Cellcom, Encompass, McDonald Companies, Prevea Health and St. Norbert College. The list is growing as more organizations sign on.

The Be Safe campaign’s website — [920212SAFE.com](http://920212SAFE.com) — provides additional information and resources and includes a private way victims of domestic abuse can connect with the team at Golden House. Other marketing assets created for the campaign include pages on Facebook and Instagram, digital billboards, posters, videos and more.

Everyone in the community is encouraged to follow the campaign on Facebook and Instagram and share the content so that more people can be reached.

Additional organizations are welcome to join the Be Safe campaign as partners to gain access to materials and campaign assets. Contact Linda Bodden, Production Director at O’Connor Connective, at [linda@oconnorconnective.com](mailto:linda@oconnorconnective.com) or 920-288-2980.

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