



NATIONAL CRIME PREVENTION COUNCIL

2345 Crystal Drive
Suite 500
Arlington, VA 22202
202-466-6272
202-296-1356 FAX
www.ncpc.org

Further Information:
Michelle Boykins, 202-261-4184
mboykins@ncpc.org
Amy Vimislicky, 202-261-4156
avimislicky@ncpc.org

FOR IMMEDIATE RELEASE

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Redefining Respect in America

New Research and Prominent Speakers Planned for January Press Event

Arlington, VA — The National Crime Prevention Council (NCPC), best known for its icon McGruff the Crime Dog, will host a press event, *Redefining Respect in America*, on Friday, January 15, 2010. During the event NCPC will launch its newest initiative called the Circle of Respect and share new research findings from its most recent focus groups.

The event will include a focus on new research, feature renowned authors and researchers, and debut new tools from the Circle of Respect initiative to prevent bullying, cyberbullying, and sexting. Invited featured panelists include:

- Deborah Norville, Inside Edition anchor and author of *The Power of Respect*
- Rachel Simmons, author of *Odd Girl Out: The Hidden Culture of Aggression in Girls*
- Rosalind Wiseman, author of *Queenbees and Wannabes*
- Chris Moessner, partner, *Stewart and Partners*
- Sameer Hinduja, Ph.D., Co-Director, Cyberbullying Research Center, Florida Atlantic University

The [Circle of Respect](#) is a national initiative that will engage and challenge children, young people, adults, families, and communities to promote a culture of respect that transcends what has been a traditional tolerance of unacceptable behavior. The initial focus of the Circle of Respect will be on cyberbullying and bullying, but further plans include addressing such crimes as vandalism, abuse, dating violence, and substance abuse.

When: Friday, January 15th, 2010 – 8:30 a.m. to 10:30 a.m. (EST)
Registration starts at 8:30 a.m.
Presentations begin at 9:00 a.m.

What: Redefining Respect in America Panel Discussion

Where: National Press Club
First Amendment Lounge
529 14th Street, NW
Washington, DC 20045

About the National Crime Prevention Council

The National Crime Prevention Council (NCPC) is a private, nonprofit organization whose primary mission is to be the nation's leader in helping people keep themselves, their families, and their communities safe from crime. NCPC manages public service advertising under the National Citizens' Crime Prevention Campaign—symbolized by McGruff the Crime Dog® and his "Take A Bite Out Of Crime®" slogan—and acts as secretariat for the Crime Prevention Coalition of America, more than 400 national, federal, state, and local organizations representing thousands of constituents who are committed to preventing crime. NCPC is funded through a variety of government agencies, corporate and private foundations, and donations from private individuals. For more information on crime prevention issues, visit www.ncpc.org.

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