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Agency Press Release Template

[Agency] Joins ‘Neighbors’ to Provide Users with Real-Time, Local Crime and Safety Information

Neighbors aims to reduce crime in neighborhoods by connecting people, security cameras and law enforcement.

[City, State] - [Date] - [Agency] today announced that is joining the [Neighbors](#) app ([iOS/Android](#)) to provide the [x] community with real-time, local crime and safety information. The Neighbors network already has millions of users and has been instrumental in catching package thieves, stopping burglaries, and keeping neighborhoods safe.

Download the free Neighbors app on [iOS](#) or [Android](#), join your neighborhood, and use the app to: monitor neighborhood activity; share crime and safety-related videos, photos and text-based posts; and receive real-time safety alerts from your neighbors, local law enforcement and the Ring team.

[Agency quote]

Jamie Siminoff, Chief Inventor and Founder of Ring, said: “We’re excited to have [agency] join Neighbors to keep their community up-to-date on local crime and safety information. Over the past few years we have learned that, when neighbors, the Ring team and law enforcement all work together, we can create safer communities. Neighbors is meant to facilitate real-time communication between these groups, while maintaining neighbor privacy first and foremost. By bringing security to every neighbor with the free Neighbors app, [x] community can stay on top of crime and safety alerts as they happen.”

How It Works

- Download the Neighbors app on [iOS](#) and [Android](#)
- Opt-in to join your neighborhood.
- Customize the geographic area you want to receive notifications for (users must verify where they are located and cannot participate in other neighborhoods).
- Receive real-time alerts from your neighbors, local law enforcement and the Ring team that inform of crime and safety alerts as they happen.
- View local crime and safety posts via a live feed or interactive map.
- Share text updates, photos and videos taken on any device, including Ring’s home security devices.
- Work with your community to make neighborhoods safer.

About [Agency]

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About Neighbors

Neighbors is a neighborhood watch app that provides real-time, local crime and safety information. Download the free Neighbors app on [iOS](#) or [Android](#), join your neighborhood, and use the app to: monitor neighborhood activity; share crime and safety-related videos, photos and text-based posts; and receive real-time safety alerts from your neighbors, local law enforcement and the Ring team. Download Neighbors from the [App Store](#) or [Google Play](#) Store today to join your digital neighborhood watch. For more information visit www.ring.com/neighbors.

About Ring

Ring's mission is to reduce crime in neighborhoods by creating a Ring of Security around homes and communities. The Ring [product line](#), along with [Neighbors](#) by Ring, enable Ring to offer affordable, whole-home and neighborhood security devices and services. In fact, one Los Angeles neighborhood saw a [55 percent](#) decrease in home break-ins after Ring Doorbells were installed on just ten percent of homes. For more information, visit www.ring.com. With Ring, you're always home.

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Agency Media Contact

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Neighbors Media Contact

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Talking Points

- The **XXX** Police Department is excited to join Neighbors as a new way to provide real-time, local crime and safety information to our community.
- Download the free Neighbors app on [iOS](#) or [Android](#), join your neighborhood, and use the app to: monitor neighborhood activity; share crime and safety-related videos, photos and text-based posts; and receive real-time safety alerts from your neighbors, local law enforcement and the Ring team.
- Thanks to Neighbors the **XXX** Police Department is able to:
 - Send alerts to Neighbors of crime and safety incidents in the area in real-time.
 - Request information about local crime and safety situations from Neighbors who opt-in to sharing for a particular request.
 - Work together with the local community to build trust and make neighborhoods safer.
- The **XXX** Police Department encourages the **XXX** community to download Neighbors so they can keep up with real-time crime and safety updates.
 - Available on [iOS](#) or [Android](#). The app is free.
- Neighbors brings together the Ring team, neighbors and law enforcement to create safer neighborhoods.
- If **XXX** residents see a crime occur they should immediately report the incident to local law enforcement.
- All tips we receive via Neighbors are anonymous unless you choose to identify yourself.
- How it works:
 - **XXX** Police Department will share relevant and important crime information with residents in real-time through Ring Neighbors to keep residents informed about local crime and safety updates.
 - You can join the conversation, monitor for updates, and watch shared videos.
 - If you notice or experience a crime or safety-related incident, immediately share the information with your neighborhood and local law enforcement via the Neighbor app.
 - Communicate with your neighbors to help make our community safer.

Q&A

- How does Ring Neighbors work with law enforcement? How much access does law enforcement have to my Ring device? If any?
 - Neighbors users can choose whether to share their Ring videos publicly and with law enforcement in the app.
 - Law enforcement can view the publicly available content in the Neighbors app and request content from Neighbors (through Ring) in a certain area where an incident may have occurred.
- Which police departments are currently on Neighbors?
 - That's a question for the Ring team.
- How many videos have been shared with police?
 - It is up to Neighbors users to share their videos with law enforcement.
- Can you give an example of how Neighbors has prevented or helped catch a criminal?

- View [Neighbors Case Studies](#).
- Brandi Alexander, a Ring Neighbor in Anchorage, Alaska, said: “Neighbors enabled me to share the video of a package being stolen from my house with people in my area to advise them of criminal activity and hopefully prevent further thefts. A screenshot from the Ring footage was given to local law enforcement and after arresting the suspect for a separate crime, they recognized him and were able to tie him to the package theft. Without Neighbors, the video would not have reached as many people as it did, and certainly not as quickly as it did. The suspect was caught within one week of the theft and without the video, my theft case may have never been solved.”
- What is the benefit?
 - The Neighbors app lets you easily share and communicate with your neighbors and local law enforcement about crime and safety so you have real-time, local crime data at your fingertips. It enables users to stay on top of crime and safety alerts as they happen.
- Is law enforcement able to access user data or cameras through Neighbors?
 - Law enforcement can only see posts that users share publicly; they do not have access to users’ devices, video or data.
- Why is law enforcement’s participation on the app useful?
 - Neighbors enables **agency** to:
 - Share important crime and safety updates with local communities in real-time.
 - Request information about local crime and safety situations from Neighbors who opt-in to sharing for a particular request.
 - Work together with the local community to build trust and make neighborhoods safer.
- Does the Neighbors app collaborate with other apps like Facebook and NextDoor that get used by neighborhoods?
 - Yes, Neighbors posts are shareable with other major social networks. We encourage users to share crime posts to build awareness of local incidents and help identify criminals acting in the area.
- Can only Ring videos be shared on Neighbors?
 - No. All videos, images, and text can be uploaded and posted to Neighbors. Videos from all cameras can be uploaded.
- How does Ring Neighbors work with law enforcement? How much access does law enforcement have to my Ring device? If any?
 - Neighbors users can choose whether to share their Ring videos with law enforcement in the app.
 - Law enforcement can view the publicly available content in the Neighbors app and request content from Neighbors (through Ring) in a certain area and time range where an incident may have occurred. If law enforcement is interested in seeing a certain video, Ring will ask the user if he/she is willing to share footage with law enforcement. The police do not have a way to contact users outside of the app, which keeps identities hidden.
- How does Ring and X agency ensure profiling doesn’t happen?
 - Neighborhood watches and crime watches have existed for years all over the country. Neighbors is an expansion of the traditional neighborhood watch, making it more

- accessible and inclusive for every neighbor.
- Ring users must follow the community standards in order to post to the network.
- Ring monitors all flagged posts.

Neighbors Media Contacts

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