



For Immediate Release
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**GET SAFE ONLINE LAUNCHES ONLINE/INTERNET SAFETY CAMPAIGN IN
COMMONWEALTH NATIONS**

St. Lucia, March 2019 - *Get Safe Online* a non-profit organization in the UK is launching two campaigns to get the Commonwealth safe online. The campaign spans 12 commonwealth countries, with the first campaign headlined “Hello Potential Victim” and is set to rollout on April 1, 2019 with the aid of the marketing agency ODEM. Antigua & Barbuda, Bahamas, Barbados, Belize, Dominica, Jamaica, Grenada, Guyana, St. Kitts & Nevis, St. Vincent & The Grenadines, St. Lucia and Trinidad & Tobago are the 12 commonwealth countries in which the campaign will be launched. Over the period April 2019 to March 2020 as part of the campaign plans, Traditional and Digital PR strategies will be used in each country to accomplish the main goal for safety online.

The platform for sharing online safety information in St. Lucia is getsafeonline.lc. To better aid each country individually, Get Safe Online is soliciting the support of community groups, government ministries, other non-profit organizations and the media to spread the campaign message of online safety in the respective commonwealth countries. The campaign is targeted at all members of the public, with a focus on those most likely to be affected; the elderly and children.

→ **Get Safe Online** is highly respected within government, law enforcement, regulatory, business and third sector circles as a resource for expert, practical, unbiased information and advice. Funded by the UK Government, Law enforcement and both public and private sector organisations, fundamentally, the company’s mandate is to equip the public and small businesses with the tools they need to stay safe online, so they can enjoy the many benefits of being digitally connected. The company now has the opportunity to bring these services to the Caribbean as part of the UK’s Commonwealth Cyber Security Programme. Fully funded by the Programme, the services will come at no cost to the people accessing them, nor any cost to the government agencies whose work would be complemented by Get Safe Online’s efforts. **As the Campaign gets underway Get Safe Online encourages every citizen to visit their country website to learn about how they can stay safe online by taking small safety steps. Do not become a victim of cyber-crime. Be sure to gain insight and share information with others.**

Remember, “it may sound good, but hurts bad” according to the slogan for “hello_POTENTIAL VICTIM”

→ **hello_POTENTIAL VICTIM** campaign, shows examples of what a “Potential Victim” looks like from the victim's point of view, and also from the scammers perspective. “Hello” serves a dual role, somewhat of a “wake up call” to victims exposed to online predators and scammers as well as a greeting much like how a fraudster would address their target. This campaign is positioned to create awareness and attract attention to ever increasing safety issues online.

Visit www.getsafeonline.lc for additional information.