

(Sample News Release – put on your credit union letterhead)

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FOR IMMEDIATE RELEASE

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Statewide “Dress Code” in Credit Unions and Banks Adds Security

(Your city), MO – Starting May 20, credit unions and banks across the state of Missouri will ask consumers to remove hats, hoods, and sunglasses before coming inside their financial institution. *(Insert credit union name/names here)* is/are participating in the “No Hats, No Hoods, No Sunglasses” security effort.

“The number of robberies committed in financial institutions is growing in Missouri, and this is a simple way to tackle the issue,” explains Missouri Credit Union Association President Rosie Holub. “By removing hats, hoods, caps and sunglasses, consumers make it easier for staff and law enforcement to identify any would-be robbers, who often choose these items as a disguise.”

The FBI, the Missouri Highway Patrol, and local law enforcement agencies around the state endorse the “No Hats, No Hoods, No Sunglasses” program, along with the Missouri Credit Union Association and the Missouri Bankers Association. Hundreds of credit union and bank locations are participating in the security effort.

People who refuse to comply with the dress code will still receive service, but will be closely monitored inside the financial institution.

The dress code security effort has already found success in Massachusetts and Springfield, Missouri. Massachusetts has experienced a 15% reduction in financial institution robberies since implementing the dress code. Financial institutions in Springfield followed suit after experiencing 14 robberies in one year, more than double the national average. Within the first 6 months of having the dress code, Springfield financial institutions experienced only 3 robberies. Two of the three suspects followed the dress code, removed their disguises before committing the crime and were identified and caught shortly after.

“We want to do everything we can to make credit unions and banks safer for our members and staff,” says Holub. “This dress code effort sends a message to criminals that they can’t walk into a Missouri credit union or bank wearing a disguise without being noticed. We are paying attention, and these robbers will be caught.”

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