



NATIONAL CRIME PREVENTION COUNCIL

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Taking a Bite Out of Crime and Cake **McGruff the Crime Dog celebrates his 30th birthday**

Arlington, VA – McGruff the Crime Dog turns 30 years young today. McGruff is celebrating the “Big 3-0” with an animation update and clothing makeover that will be unveiled at his birthday party. The DC Central Kitchen, an organization that trains homeless men and women for careers in the food service industry, was asked to do the honor of making McGruff’s birthday cake. McGruff blows out his candles on the rooftop of the National Museum of Crime & Punishment from 6pm to 7:30pm on July 1st.

Among those in attendance will be the Honorable Laurie O. Robinson, Assistant Attorney General, **Office of Justice Programs, U.S. Department of Justice**, who will be speaking at the event. The National Crime Prevention Council (NCPC) will also introduce a new entertaining and educational video featuring McGruff. Since his debut in 1980, the beloved icon of the National Crime Prevention Council has taught millions of citizens how to take simple steps to reduce crime in their communities.

Even though he may be [133*](#) years old in dog years, McGruff shows no sign of retiring. He has been busy advocating youth safety with campaigns against cyberbullying, identity theft, gangs, and vacant property crimes caused by the recent foreclosures. McGruff continues to “Take A Bite Out of Crime” by promoting such crime prevention initiatives as the Circle of Respect, Be Safe and Sound in School, and McGruff Neighborhood.

The Crime Dog is getting ready to throw on his trench coat and make hundreds of appearances nationwide for the Celebrate Safe Communities initiative, which kicks off NCPC’s National Crime Prevention Month in October. Celebrate Safe Communities is a partnership between NCPC and the Bureau of Justice Assistance.

McGruff has taught millions of Americans that the police cannot prevent crime alone. His legacy is evident on billboards, radio, television, and public service announcements across the country, and more than 80% of Americans recognize the trench-coated bloodhound.

About the National Crime Prevention Council

The National Crime Prevention Council (NCPC) is the nonprofit leader in crime prevention. For 29 years, our safety expert McGruff the Crime Dog® has delivered easy-to-use crime prevention tips that protect what matters most—you, your family, and your community. Law enforcement agencies nationwide rely on our expertise to make an impact on personal safety and crime every day. For more information on how NCPC can help you “Take A Bite Out of Crime®”, visit www.ncpc.org

* The proper formula for converting human years to dog years is 10.5 dog years per human year for the first 2 years, then 4 dog years per human year for each year after. (<http://www.onlineconversion.com/dogyears.htm>)

