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RMIIA's info ranges from how to buy auto, home or business insurance to driving safety tips to loss prevention. Whether it's auto theft or how to file a claim, RMIIA helps walk you through the murky waters of insurance.  
*Carole Walker, RMIIA*

## RMIIA News Releases

7951 E. Maplewood Avenue, Suite 110  
Greenwood Village, Colorado 80111  
*Serving Colorado, New Mexico, Utah & Wyoming*

**Contact:**

Carole Walker, RMIIA Executive Director, 303-790-0216 or toll free 800-355-9524  
Contact PIOs for local law enforcement interviews, Website: [www.lockdownyourcar.org](http://www.lockdownyourcar.org)

**It's Never a Good Time to Have Your Car Stolen**

*Coloradans Against Auto Theft's New Campaign Launch: "Lock It or Lose It!"*  
*Car Thieves Turn Your Best Day into Your Worst Day*

August 4, 2015 – Coloradans Against Auto Theft (CAAT) celebrates National Night Out on August 4 with the launch of a new statewide public awareness campaign, reminding drivers that it's never a good time to have your car stolen. The "Lock It or Lose It" campaign reminds drivers to lock their car and never leaving it running unattended. Wherever drivers are headed—the prom, championship soccer tournament, best powder day or concert seats ever—their car can be stolen in an instant by a thief taking off with their ride.

"Most people don't realize how quickly a thief can target their car as an easy steal. It could be your vehicle used in a drug deal or a violent crime," says Colorado State Patrol Chief Colonel Scott Hernandez. "These new ads are a fun take on a serious subject, and we hope they encourage drivers to be their own first line of defense and help law enforcement reduce auto theft across Colorado."

**Lock It or Lose It**

The "Lock It or Lose It" campaign, supported by grant funding through the Colorado Auto Theft Prevention Authority (CATPA), is conducted statewide in conjunction with law enforcement agencies, insurance companies and community partners. The campaign features TV/radio spots and online/digital ads with the theme there is never a good time to have your car stolen—[whether it's en route to compete in a dog show or while getting ready for prom](#). Other campaign scenarios feature going to a dream concert, skiing and parents heading to a championship soccer tournament.



"Nearly half of auto thefts are due to driver error like leaving doors unlocked or cars running unattended," says Carole Walker, Executive Director of the Rocky Mountain Insurance Information Association and CAAT co-chair. "We make it easy for car thieves because we think it will never happen. So CAAT's new campaign message drives home the point: What if I had my car stolen at the worst possible time just because I left it unlocked or running?"

**Lock It or Lose It Campaign Highlights**

The campaign reminds drivers there is never a good time to get your car stolen, and the easiest way to prevent auto theft is to simply lock it or lose it. All materials are available for download at [www.lockdownyourcar.org](http://www.lockdownyourcar.org) with auto theft stats and tips.

- [TV & Radio Spots](#)
- Online & Digital Ads
- [Educational Materials](#): lockdown tip cards and informational materials
- [Social Media Campaign](#)

**National Night Out**

National Night Out (NNO) is a community engagement program that promotes crime prevention activities, community safety programs, police-community partnerships and camaraderie on behalf of a safer America.

During the night of August 4, citizens are encouraged to attend events in their neighborhoods, while leaving their porch lights on as a national symbol against crime. CAAT's coalition partners are hosting local events across Colorado, featuring safety and crime prevention information, emergency vehicle demonstrations and giveaways. [Visit CAAT's Facebook page for local community events](#). Visit [National Night Out's website](#) or [Facebook page](#) for general NNO information.

**About Coloradans Against Auto Theft (CAAT):**

Coloradans Against Auto Theft (CAAT) is a statewide auto theft prevention initiative supported by a coalition of law enforcement agencies, the Colorado State Patrol, insurance partners, LoJack and AAA Colorado. CAAT and the state auto theft task force efforts are funded in part by the Colorado Auto Theft Prevention Authority (CATPA).

- Beat Auto Theft Through Law Enforcement (BATTLE)
- Consolidated Metropolitan Auto Theft Task Force (CMATT)
- Attorney General's Auto Theft Prosecution Initiative
- Colorado Auto Theft Investigators (CATI)
- Coloradans Against Auto Theft (CAAT)
- Auto Theft Intelligence Coordination Center (ATICC)

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*Rocky Mountain Insurance Information Association is a non-profit consumer information organization. Affiliated with the Insurance Information Institute, RMIIA has been serving consumers and the media since 1952.*

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