

ASK WEB COPY

Medium Version

In America, one out of three homes with children has a gun, many kept unlocked or loaded. Every year thousands of kids are killed and injured as a result.

The ASK (Asking Saves Kids) Campaign promotes a simple idea with the potential to help keep kids safe. It encourages parents to ASK if there is an unlocked gun in the homes where their children play.

Parents ask all sorts of questions before their children visit other homes. They ask about pets in the house, discuss allergies, and ask questions about supervision. ASK encourages parents to add one more question to this conversation: “Is there an unlocked gun in your house?” It’s a simple question, but it has the power to save a child’s life.

For more than a decade, the ASK Campaign has partnered with over 400 grassroots organizations to spread its message in neighborhoods nationwide.

The ASK Campaign has successfully inspired an estimated 19 million households to ask if there are guns where their children play.

June 21st is National ASK Day. Held annually on the first day of summer, a season when children spend more time in other homes, ASK Day reminds parents about the importance of ASKing if there is an unlocked gun where their children play. This ASK Day, pledge to ASK at www.asksaveskids.org. You can also learn about more ways to get involved, and how you can spread the ASK message, both on ASK Day and year-round.