****

**NEWS RELEASE**

**24 September 2018**

**EMBRACE ANNOUNCES CHARITY PARTNERSHIP WITH BRITISH APCO**

Embrace Child Victims of Crime (CVOC) is pleased to announce a new two year charity partnership with British APCO.

British APCO, the UK’s leading association for professionals using or developing public safety technology, will fund-raise for Embrace in a number of ways including through events and corporate donations.

Funds raised through the partnership will be used to help children in the UK affected by serious crime access specialist counselling, practical support and leisure activities, to help them cope with trauma.

Embrace Chief Executive Anne Campbell said: “I am absolutely delighted that British APCO has agreed to accept Embrace as its charity of choice over the next two years.

“British ACPO reaches right across the law enforcement and public safety sector and will not only help us raise much needed funds to support some of the most vulnerable children in our communities but also raise our profile among professionals working directly with such children. The partnership means even more children will be able to benefit from our services.”

Ian Thompson, Chief Executive of British APCO, said the association is well placed to support the charity.

“British APCO works to improve emergency services and public safety communications and information technology across the UK to protect lives. Embrace CVOC improves the lives of children affected in these circumstances, it seems a perfect fit,” he said.

“We look forward to working closely with Embrace over the coming months, encouraging our members to get involved in supporting this fantastic cause.”

Embrace CVOC was established as the Child Victims of Crime charity in 1993 by police officers in Cheshire following the terrorist attack in Warrington in which two children were sadly killed.

It has since gone on to grow and extend its services to help more than 20,000 children affected by crime, and their immediate families, right across the UK, the Channel Islands and Isle of Man.

In response to referrals from professionals working in law enforcement and safeguarding, it aims to provide support tailored to the victims needs. This can include one-to-one, group or specialist therapy, practical support for low income families and, in Cambridgeshire, this includes newly introduced Equine Assisted Therapy.

The charity relies largely corporate and individual fund-raising for its UK-wide services and has secured places in a number of high profile events including the Virgin Money London Marathon, Royal Parks Half-Marathon and Prudential RideLondon. For further information about Embrace CVOC visit [www.embracecvoc.org.uk](http://www.embracecvoc.org.uk)

British APCO is widely regarded as the key UK forum for exchanging ideas and information on technological developments to standardise and improve the efficiency and outcomes of public safety and civil contingency technology and communications. It has 1400 members drawn from the public and private sector. Further information about British APCO can be found at [www.bapco.org.uk](http://www.bapco.org.uk)

<ENDS>