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# News Release

For Immediate Release: October 1, 2020

## National Night Out 2020 – Let’s Go the Distance, Durham!

DURHAM, N.C. – While National Night Out (NNO) celebrations will look a bit different this year due to COVID-19, the Durham community is invited to take part in observing America’s annual night out against crime.

Tuesday, October 6 is NNO. The Durham Police Department (DPD) is kicking off a month-long observance to heighten neighborhood/community spirit and emphasize a collective resolve to cultivate positive police and community relationships.

Traditionally, NNO is observed the first Tuesday in August each year. However due to the coronavirus pandemic, the [National Association of Town Watch](#) moved this year’s observance to October 6. In May 2020, DPD Public Affairs surveyed a sample of NNO neighborhood coordinators representing 33 communities. Many survey participants expressed that Durham’s NNO is a tradition neighborhoods look forward to observing. Each year, approximately 100 Durham neighborhoods and organizations would register to observe NNO by holding cookouts, community talks and walks, crime prevention meetings, etc., Even coordinators who felt like Durham should forego the traditional observance this year in light of COVID-19, expressed that the spirit and unity of the event is what the community needs during this time. Specifically, 84% of respondents indicated they would support alternative and creative ways to observe NNO.

In response to the requests of the NNO neighborhood coordinators, here are a few observance highlights DPD is planning for the month of October, which is also National Crime Prevention Month. Given unprecedented events nationally and in local communities, DPD Public Affairs created a theme for NNO 2020 – *Let’s Go the Distance, Durham!* Observance highlights will include department social media messaging and promotions to encourage residents to observe this annual event by connecting, sharing, and reminiscing in socially distant ways.

**‘Let’s Go the Distance, Durham’ Video Promo.** Throughout October City Public Affairs and DPD will run a 4-minute NNO video featuring remarks from Mayor Steve Schewel, retiring City Manager Tom Bonfield and Police Chief Cerelyn Davis. Ordinarily on NNO City officials join with DPD officers and invite first responder partners to make planned and impromptu visits to neighborhoods across the city. Click <https://youtu.be/rRj6Ux9VLAY> to watch video.

**Rep Your NNO Neighborhood Social Media Post(s).** Durham residents are asked to post favorite

photos from a NNO neighborhood observance in Durham over the years. NNO enthusiasts who don't have a photo can put on a NNO shirt, cap or hand fan from a previous NNO year to take a selfie to post. Or if a NNO enthusiast spots a NNO banner at a business or in a neighborhood during the month, he/she should take a photo or selfie to post. It's important to use these hashtags to help chronicle Durham's NNO engagement during October 2020: #NNOLetsGoTheDistanceDurham, #NNOBullCity, #BullCityStrong, and #NNO2020.

**NNO Children's Activities.** Once a week during October, a different NNO activity page will be posted on DPD social media to engage elementary age residents. With parental assistance, children are encouraged to share their completed pages online using the celebration hashtags: #NNOLetsGoTheDistanceDurham, #NNOBullCity, #BullCityStrong, and #NNO2020.

For more information or questions about this year's observance, residents may contact [Kimberle.Walker@durhamnc.gov](mailto:Kimberle.Walker@durhamnc.gov).

### **About the Durham Police Department**

The Durham Police Department is a progressive law enforcement agency that is committed to public safety and reducing crime by providing the best quality of service, fostering public confidence and maintaining the highest standards of excellence as a community partner for positive change. The agency proactively fosters strong police-community partnerships that have earned various awards and distinctions in the arenas of mental health outreach, victim services, community engagement, youth enrichment and technology and resource innovation. To learn more, follow on [Facebook](#), [Twitter](#), and [Instagram](#).

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