

NEWS RELEASE

CITY OF BELLBROOK FIRE / EMS

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THE BELLBROOK FIRE DEPARTMENT & U.S. FIRE ADMINISTRATION TEAM UP TO LAUNCH "TRIBUTE TO HEROES"

Fire Safety Campaign Recognizes Heroes, Increases Fire Safety Awareness

April 8, 2002 – The **Bellbrook Fire Department** today joined with the U.S. Fire Administration to launch a new fire safety campaign that asks Americans to help protect the heroes that protect their lives, while at the same time protecting themselves and their families.

"I've seen too many fire tragedies occur across the Miami Valley, said Bellbrook Fire Chief Scott Hall. I know that many families have smoke alarms, but never check them to make sure they are working. It's a simple thing to do, and it could save your life. It could additionally save the life of a firefighter by reducing the chance of having to make a rescue attempt in the most dangerous conditions."

The campaign, which began with a press conference in Washington, D.C. with USFA Administrator R. David Paulison and Lee Ann Parsley, a silver medallist at Salt Lake City and Ohio's 1999 Firefighter of the Year, comes at a time when fire deaths are rising; **The vast majority of fatal fires – 60 percent – occur in homes without working smoke alarms.**

"The heroism of firefighters on September 11th clearly demonstrated the risks that they take to save others," said USFA Administrator R. David Paulison. "Many firefighters die every year trying to rescue people from homes without working smoke alarms. These deaths can be prevented.

"We're asking Americans to do three things: install smoke alarms and make sure they are working. Plan an escape route. And do a home fire safety walkthrough."

The campaign includes new public service announcements for TV, radio and print that focus on the heroism of firefighters. The Bellbrook Fire Department is also posting tips to help people conduct their own home fire safety check on its website **bellbrookfire.org**

A child who says his firefighting parent is a hero, who risks his life to save others, narrates the TV PSA. It urges Americans to check their smoke alarms because they provide an early warning signal so families can escape safely. There are versions featuring both "mom" and "dad" firefighters, as well as a Spanish language spot.

The USFA, part of the Federal Emergency Management Agency, is the national leader in fire safety and prevention, supporting the efforts of local communities to reduce the number of fires and fire deaths and providing grants to support fire safety efforts at the state and local level.

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