

## **PRESS RELEASE TO ANNOUNCE HOME FIRE SPRINKLER WEEK**

Use the **red text** to customize this press release with your local information.

Cut and paste for use on your fire department letterhead and send to your local media.

Contact: [Insert Name], [Insert Title]  
[Insert Fire Department Name]  
[Insert Phone Number]  
[Insert Email Address]

### **[Insert Fire Department Name] Is Joining Forces with Fire Departments Throughout North America to Increase Fire Safety During Home Fire Sprinkler Week 2024**

(Insert City/Town, Insert State) - The [Insert Fire Department Name] will team up with fire departments and other safety advocates across North America for Home Fire Sprinkler Week May 12-18.

As part of its participation, the [Insert Fire Department Name] will [describe local activity or community outreach]. In its seventh year, this unified effort educates about home fire dangers to civilians and responders and raises awareness about the value of installing fire sprinklers in new homes.

Home fires are a severe threat in every community. When fire sprinklers are installed, the threat is automatically diminished, preventing injuries, saving lives and preserving property. Every new home built is an opportunity for community risk reduction. But education is needed.

While homes have been the central fire challenge for decades, today this problem is intensified by the fact that home fires become deadly in just two minutes or less. New homes are most commonly built with unprotected lightweight wood construction, and designed with large, open spaces. Homes are filled with synthetic furnishings that burn hotter and faster than natural materials, producing more toxic smoke. Emerging technology, like lithium-ion batteries also cause fires to burn fast. Regardless of age, home fires burn faster than ever and become deadly more quickly.

“Every community needs the facts about home fire sprinklers, including [Insert City/Town]. By participating in Home Fire Sprinkler Week, we are sending a powerful message locally and nationally that installing fire sprinklers in new homes will protect our residents as well as our firefighters,” said [Insert First and Last Name], [Insert Title] of the [Insert Fire Department Name].

According to HFSC Canada:

- In a home *with* installed sprinklers, the sprinkler closest to the fire will automatically activate when the temperature reaches about 74°C (165°F).
- The sprinkler will spray water directly on the fire, controlling flames and smoke, often putting it out. In most home fires just one sprinkler activates.

For more information about home fire sprinklers, please visit the [Insert Fire Department Name] website at [Insert Fire Department Website Link], and the nonprofit Home Fire Sprinkler Coalition Canada website: [homefiresprinklercanada.ca](http://homefiresprinklercanada.ca).

###