

30-second Radio PSA 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.

[Insert Fire Department Name] is joining forces with fire departments throughout North America to increase fire safety during Home Fire Sprinkler Week May 12 – 18.

A house fire can become deadly in as little as 2 minutes. Not a lot of time, especially when people are sleeping.

Homes burn faster due to modern furnishings, more open spaces, unprotected lightweight wood construction and emerging technology like lithium-ion batteries. These fires produce deadly, toxic smoke.

Smoke alarms warn you when there is smoke. Only a fire sprinkler can stop a fire and deadly smoke from spreading. In less time than it takes the fire department to arrive on the scene, fire sprinklers control and usually put out the fire, allowing everyone inside to escape. And fire sprinklers also protect our firefighters.

If you are building a new home, protect your family with home fire sprinklers. Visit **[Insert Fire Department website]** or HomeFireSprinklerCanada.ca.