



**For Immediate Release
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**Fire Equipment Manufacturers' Association
Partners with Washington D.C. Fire and EMS to provide free smoke alarms**

CLEVELAND, Ohio – Continuing its mission to save lives and protect property, the Fire Equipment Manufacturers' Association is proud to partner with the Washington D.C. Fire and EMS Department, to launch a public awareness campaign and free smoke alarm give-away program aimed at increasing the chance for occupants to escape a home fire. The campaign targets residents of Washington D.C. and will kick off during National Fire Prevention Week, October 3 – 9, 2010, to take advantage of the heightened awareness of fire prevention efforts nationwide.

The campaign drives Washington D.C. homeowners to a website, freesmokealarm.org, to request one of three different types of alarms: a combination smoke/carbon monoxide alarm, a parent voice smoke alarm, or a hearing impaired smoke alarm. What's more, a representative from the Washington D.C. Fire and EMS Department will deliver and install the alarm for the homeowner.

"The Fire Equipment Manufacturers' Association is a committed partner in the fire prevention and protection community, and we are honored to join efforts with D.C. Fire and EMS" says Jim Widmer, association president. "While our member companies focus on the manufacture of commercial fire equipment, we realize that safety in the workplace must also carry over into the home. That's why our goal is to raise awareness of the life-saving properties of a working smoke alarm, along with the benefits of all fire protection devices and systems."

According to 2009 NFPA research, forty percent of all home fire deaths resulted from fires in homes with no smoke alarms, and 23% resulted from homes in which smoke alarms were present but did not operate. Based on the success of the campaign, additional awareness campaigns will be developed to spread the association's mission of saving lives and protecting property – a mission that has been the heart of the association for over 60 years.

"We're excited to have the support of the Fire Equipment Manufacturers' Association to assist us in increasing our resident's awareness of the importance of having a working smoke alarm in their homes," says Denis Rubin, Chief of the Fire and Emergency Medical Services Department for the District of Columbia. The campaign's promotion is supported by funding from the Fire Equipment Manufacturers' Association, and the smoke alarm devices are provided through grant funding to the D.C. Fire and EMS Department. Residents will find the campaign featured on both exterior and interior bus posters, as well as twenty metro rail stations throughout the city during the months of October and November.

About the Fire Equipment Manufacturers' Association

The Fire Equipment Manufacturers' Association is a more than 60-year-old non-profit trade association dedicated to saving lives and protecting property by providing education of a balanced fire protection design. For additional information, including videos, interactive questionnaires and training websites about fire safety and protection, visit www.femalifesafety.org or call 216-241-7333. For a complete listing of member companies, visit the Member Profiles page of the association's website at www.femalifesafety.com/member.html.

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