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**Partnership Creates PSA Series to Keep Pet Owners and Pets Safe**

Lakeland, FL – Saturday, July 15, 2017 is Pet Fire Safety Day! The Lakeland Fire Department and SPCA Florida have joined forces once again as part of an ongoing partnership to raise awareness on safety issues for Lakeland's two and four legged residents.

Together, the two organizations have developed five original public safety announcements (PSA) that will premiere on Monday, July 10 and run through Friday, July 14 leading up to Pet Fire Safety Day.

According to the National Fire Protection Association (NFPA) pets are responsible for over 1,000 house fires every year in the United States, and an estimated 40,000 pets die in fires, mostly from smoke inhalation. These startling numbers led to the establishment of Pet Fire Safety Day and is what prompted the Lakeland Fire Department to address safety issues relevant to pet owners.

Each public service announcement will tackle a different topic, with some PSAs being serious and informative while others aim to inform through entertainment value. The videos in the series include:

Monday: Dangers of Open Flames

Tuesday: Water and Glass Don't Pass (Glass Bowls on Wooden Decks)

Wednesday: Pet Proofing Your Home

Thursday: Keeping Outdoor Pets Safe

Friday: Have an Emergency Plan for Your Pet

The videos will be available on LFD's and SPCA Florida's social media outlets and YouTube Channels.

**More About the Partnership:**

LFD and SPCA Florida—organizations that value the role pets play in healthy lives— have successfully partnered since 2015 to further each organization's mission of serving the community's two and four-legged residents.

A major highlight of the partnership has been the *Rescued Pets Calendar* which features Lakeland Firefighters and SPCA Florida's rescued pets. Proceeds go directly to helping rescued animals in Lakeland. Over \$25,000 in calendar sales have been raised since the partnership began.

The partnership allows SPCA Florida to provide animal medical services through their Wellness Wagon program to an expanded audience in Lakeland by using LFD fire station locations as stops on the wellness wagons' routes.

LFD has equipment on its apparatus, including animal specific oxygen masks and medical rescue kits, to help pets in medical need that may be encountered on fire calls or medical responses for human patients purchased with raised funds. Additionally, the partnership allows for medical care for pets encountered on human emergency scenes by LFD's first responders.

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