



# LAKELAND FIRE DEPARTMENT

**Media Release**

FOR IMMEDIATE RELEASE

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## **Lakeland Firefighters Will be Hitting the Streets February 2 to Install Smoke Alarms Where Needed Most**

Firefighters from the Lakeland Fire Department (LFD), Community Educators from the Lakeland Police Department (LPD), and members of the American Red Cross will be hitting the streets and visiting local residents door to door in Central Lakeland on Monday, February 2, 2015 to perform free smoke alarm inspections and installing smoke alarms as needed from 10:00 AM to 3:00 PM.

This effort is a result of a partnership between LFD and the American Red Cross' who recently kicked off a national campaign to reduce deaths and injuries through the use of smoke alarms in neighborhoods with higher numbers of home fires.

During the smoke alarm installation program, firefighters and community volunteers will fan out to homes surrounding Fire Station 3, located at 110 W. Bella Vista Lakeland, FL 33805 . This is area is targeted because statistically there is a higher prevalence of life threatening emergencies in this area vs. others in Lakeland (map is included for reference).

Installing smoke alarms in the homes of Lakeland residents who don't have them will increase their odds of surviving a home fire. According to the National Fire Protection Association (NFPA), working smoke alarms are the key to saving lives from fire. "Smoke alarms are the most effective early warning device there is," says LFD Fire Marshall Frank Bass. "Just having a smoke alarm in your home cuts your chance of dying in a reported fire in half."

"Our goal is to make sure residents have the protection of a smoke alarm," says Project Manager Steve Thompson of the American Red Cross who helped coordinate the effort "because smoke alarms alone won't prevent every fire death, our project includes educating residents to have a home fire escape plan so they know what to do if the smoke alarm sounds."

Any member of the media interested in developing this into a story is welcome to come along during the campaign for filming, interviews, etc. The teams involved in this campaign will be meeting at Fire Station 3 at 9:00 AM.

As a public service, please share this information to help make residents aware.

For more information please contact Janel Vasallo.

~ END ~

Gary Ballard, Fire Chief

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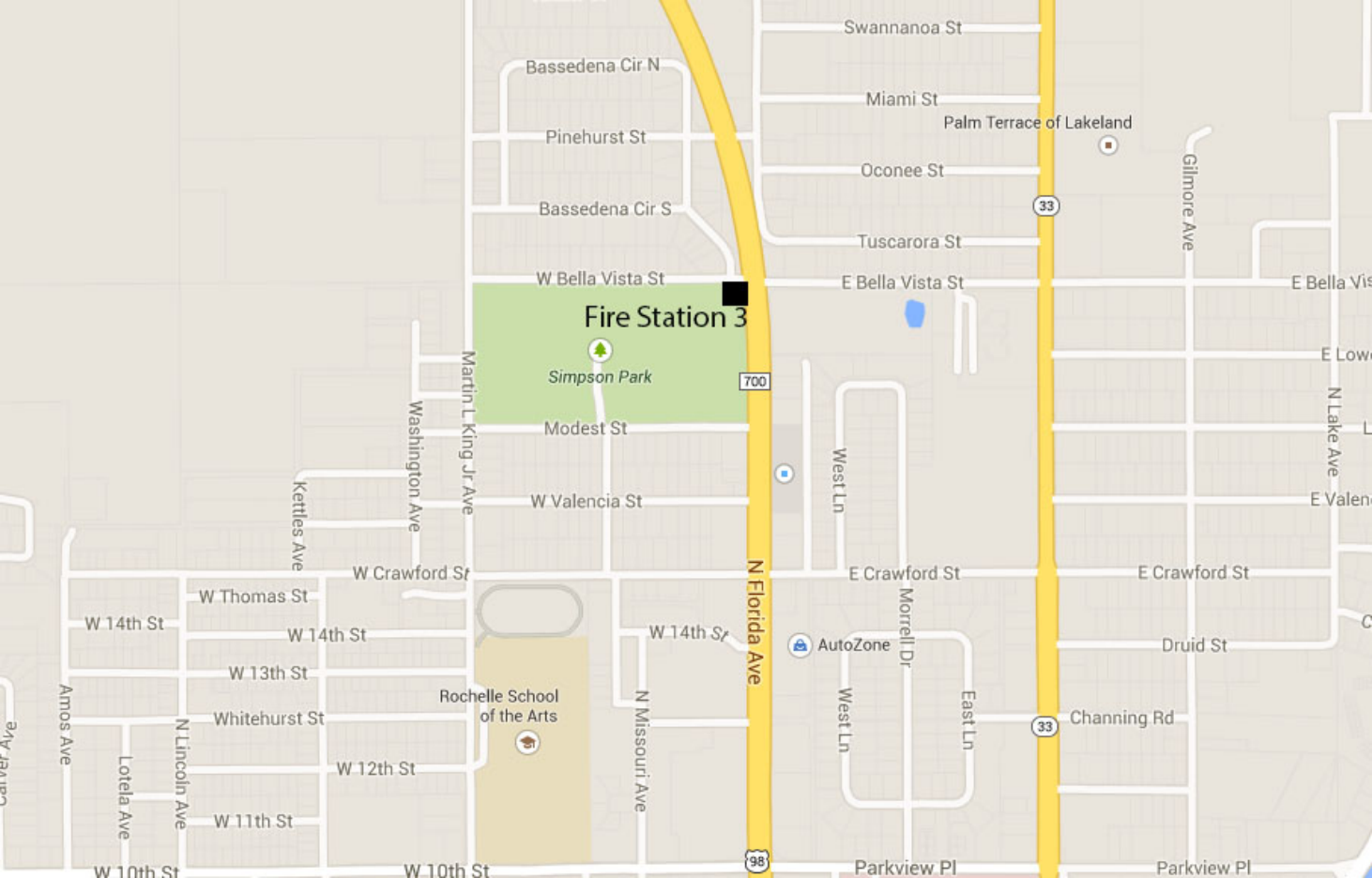
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### Fire Station 3

Simpson Park

Rochelle School of the Arts

700

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