

****MEDIA ADVISORY – OCTOBER 9, 2007****

The Los Angeles Fire Department, Los Angeles Unified School District and Team SAFE-T Kick-Off ‘National Fire Prevention Week’ by Teaching Local Students Lifesaving Lessons About Emergency Preparedness

Who: On Tuesday, Oct. 9, members of the Los Angeles Fire Department’s (LAFD) Fire Safety Education Cadre will commemorate National Fire Prevention Week by teaching (#) grade students from (insert school name) Elementary School lifesaving lessons about fire safety and other emergency situations. The event is the result of a new community-based public safety education pilot program developed by the LAFD, the Los Angeles Unified School District (LAUSD) and Team SAFE-T aimed at providing children and families with knowledge and skills needed to effectively respond when disasters strike.

What: Using age-appropriate school-based educational materials provided free of charge by Team SAFE-T, LAFD Fire Safety Education Cadre members will teach students home fire drill escape plans; Stop, Drop and Roll; and “not to play with matches” with interactive demonstrations. Students also will be given Team SAFE-T take-home materials, including activities, information and checklists, so they can work with their families to create emergency plans and to be better prepared at home. Throughout the year, LAFD Fire Safety Education Cadre members will visit additional LAUSD classrooms and participate in school assemblies as part of the pilot program in an effort to prepare students and their families for various emergency scenarios, including fire, first aid, community emergencies and family preparedness.

When/Where: Tuesday, October 9, TBD
School TBD
Address
City, State Zip

Why: On an annual basis since 1920, the President of the United States has signed a proclamation for Fire Prevention Week, signaling national support of fire personnel as they teach fire safety and emergency preparedness skills to members of their local communities. Fires and other man-made and natural disasters kill or injure thousands of Americans and destroy or damage billions of dollars worth of property each year. In California, disasters are common, and we have a responsibility and duty to teach our children how to help themselves, and those around them, when an emergency strikes. Teaching emergency preparedness skills to students is a way to holistically inform students and their families about their responsibilities and options during an emergency.

Interview Opps and Visuals:

- Interviews with members of the LAFD Fire Safety Education Cadre
- Interviews with the LAUSD Emergency Services Director
- Interviews with Team SAFE-T’s Executive Director
- Interviews with LAUSD Teachers and Students
- Visual: Elementary-age students taking part in interactive fire safety and other emergency preparedness lessons/drills led by the LAFD Fire Safety Education Cadre

To Attend and Receive More Information, Contact:

Jennifer Gonzalez
PainePR for Team SAFE-T
(213) 996-3804
jgonzalez@painepr.com

Alexia Allina
PainePR for Team SAFE-T
(213) 996-3796
aallina@painepr.com