



FOR IMMEDIATE RELEASE
City of Duluth - Communications Office

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SUBJECT: Home Fire Campaign installs over 1200 Smoke Detectors in Duluth area

BY: Pakou Ly, Communications Office

Home Fire Campaign Installs over 1200 Smoke Detectors in Duluth area

[Duluth, MN] - A recent partnership between the American Red Cross Serving Northern Minnesota and the Duluth Fire Department has proven effective in reaching at risk homes, educating residents, and saving lives. The Home Fire Campaign started in October 2014 but received a big boost in the Duluth area when Duluth Fire Department Chief Dennis Edwards and his team stepped up to help. The program enables residents to receive new smoke detectors at no cost and free professional installation by Duluth Fire Department staff or Red Cross volunteers. Since the program started in Duluth, 1265 smoke detectors have been installed in 362 homes. Within the 17 county area served by the American Red Cross, over 5000 free smoke detectors have been installed.

"The difference made throughout the Northland with the Home Fire Campaign has been incredible - but the success in Duluth has only been possible because of the Duluth Fire Department and partners in Duluth like Ecolibrium3 and the Duluth NAACP," said Dan Williams, Executive Director of the American Red Cross Serving Northern Minnesota. "Red Cross Volunteers across the area as well as many other Fire Department partners are really moving the needle in making families and our communities safer. "

"We cannot stress enough how important it is to have up to date and working smoke detectors. Even the best quality detectors have a life span of only 10 years. In our line of work, we are called to service during dangerous and horrific fire emergencies. We know from experience and statistics that smoke detectors save lives and we have seen the tragedies when homes are not equipped. Our goal is to reach as many households as possible to prevent tragedies. 362 homes are a great start, but we can do more. It's a free service that can save lives. That's an easy call," said Fire Chief Dennis Edwards.

Request a new smoke detector by calling 612-466-2674 or visiting the Home Fire Campaign website, <http://www.redcross.org/get-help/how-to-prepare-for-emergencies/types-of-emergencies/fire/prevent-home-fire#About>

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