



Contact: NAME
Title
Phone
Email

Sample Press Release

[Town Name] Fire Department and [Organization Name] Join National Campaign to Address Fire Safety

CITY, State, DATE—Starting **START DATE**, **NAME OF ORGANIZATION** will participate in the *Keys to Safety* Campaign, a national effort to promote fire prevention and safety education among adults with limited literacy or English language skills. *Keys to Safety* is sponsored by **ProLiteracy**, an international organization that improves lives and communities through adult literacy and basic education. **NAME OF ORGANIZATION** will use selected campaign activities to provide adults with critical fire safety information that is easy to understand regardless of reading level. These activities will include **INSERT LIST OF LOCAL CAMPAIGN ACTIVITIES**.

Every year, nearly 3,000 people die as a result of home fires, and thousands more are injured, according to the National Fire Protection Association. Many families regularly check to see that their smoke alarms work and replace the batteries as part of a yearly routine. They also regularly review and update the home escape plans their families will use in case of an emergency. However, the 2003 National Assessment of Adult Literacy found that for some 93 million adults with low literacy in the United States, the informational materials that promote these basic safety measures may be too difficult to read, leaving those adults and their families at an alarmingly high risk of fire-related injury and death.

“According to a recent ProLiteracy survey, most fire safety information is written at the 6-11th grade reading level,” says **CONTACT PERSON**. “That means that 93 million adults in the U.S. have very little chance of being exposed to appropriate fire safety information. This puts them at risk, as well as their families, neighbors, and the firefighters who serve their communities.”

The *Keys to Safety* Campaign seeks to change these statistics by promoting fire prevention and safety education through local organizations that serve adults with limited literacy or English language skills across the nation, and by encouraging these organizations to work together with their local fire departments or fire safety educators.

Locally, **INSERT PROGRAM NAME** is collaborating with **FIRE DEPARTMENT OR STATION**. Involving the local fire department provides an opportunity for adult students to meet firefighters and learn more about their role in protecting the community. **INSERT QUOTE FROM A LOCAL FIRE DEPARTMENT REPRESENTATIVE ABOUT BUILDING BRIDGES BETWEEN THE FIRE DEPARTMENT AND A PART OF THE COMMUNITY THEY MIGHT NOT TYPICALLY REACH OUTSIDE THE CONTEXT OF THE CAMPAIGN AND/OR ABOUT HOW REDUCING THE RISK OF HOME FIRES ALSO HELPS KEEP FIREFIGHTERS SAFE**.

The campaign, funded through DHS/FEMA’s Grant Program Directorate for Assistance to Firefighters Grant Program — Fire Prevention and Safety Grants, aims to reach 20,000 individuals by creating and disseminating free instructional and informational materials to participating adult literacy and basic education programs nationwide. The materials include lessons and activities for adults, campaign posters, a booklet of suggested campaign activities, and easy-to-read materials designed specifically for adults with limited English reading skills. The latter were developed and field-tested by the Home Safety Council, ProLiteracy, and Fire Protection Publications at Oklahoma State University.

ProLiteracy has set up a website where local communities can contribute their own stories, photos, and feedback from their campaign activities. After the *Keys to Safety* Campaign ends in April 2011, the website will remain available for future use by adult literacy and basic education programs.

For more information about local *Keys to Safety* activities, please contact **INSERT LOCAL PROGRAM INFORMATION**.