

September 20, 2014

MySafe:LA NEWS RELEASE

For Immediate Release: MySafe:LA will distribute and install at least 12,000 free smoke alarms in Los Angeles over the next several months in the ongoing effort to reduce fire deaths in Los Angeles.

Los Angeles, CA (September 20, 2014) -- **MySafe:LA** -a private, professional, non-profit fire prevention organization - is announcing a number of steps to advance fire and life safety in the greater Los Angeles community. There are two significant objectives: to increase awareness and readiness in the event of a residential fire, and to reduce the number of homes without a working smoke alarm. "We want to get working smoke alarms into as many homes in Los Angeles as need them," said MySafe:LA Executive Officer David Barrett. "2014 has seen a spike in fire fatalities in LA. 16 of the 20 people killed in house fires this year did not have working smoke alarms."

MySafe:LA has been collaborating with the **Los Angeles Fire Department** since 2009 via a private/public partnership. MySafe:LA is currently working with the Department in its ongoing Smoke Alarm Field Education (SAFE) program and will support the LAFD in its pilot program to distribute smoke alarms in the Watts community this Fall. "It's a simple fact that smoke alarms save lives," said Los Angeles Fire Chief Ralph Terrazas. "We are proud to collaborate with organizations such as MySafe:LA to distribute smoke alarms and fire safety education throughout Los Angeles in an effort to reduce injuries and fatalities in residential fires."

Today, MySafe:LA announces its community risk reduction program designed to reduce fire deaths. Activities include:

- MySafe:LA, with long-time partner **First Alert**, will distribute a minimum of 12,000 smoke alarms in the most at-risk communities in Los Angeles.
- MySafe:LA will offer FREE installation services through the organization's **FireSmart:LA Bucket Brigade**. The installers are certified, bonded, and carry identification to ensure homeowner confidence.
- October 11, 2014, MySafe:LA will launch a new website - MySmokeAlarm.org. The site will provide smoke alarm education and awareness, and allow people to make appointments for free smoke alarm installation through the FireSmart:LA Bucket Brigade.
- MySafe:LA is partnering with **PureCommand, LLC** to deploy iPad software to gather complete home safety inspection data for use in further reducing fire deaths.
- MySafe:LA will continue the **Junior Fire Inspector** program in LAUSD 4th and 5th grade classrooms, where students are taught to inspect their own homes for working smoke alarms and create family escape plans. Students who need smoke alarms and/or batteries are provided them free of charge.

"First Alert commends the work the Los Angeles Fire Department and MySafe:LA do on a daily basis to help keep Californians safe," said Debbie Hanson, Director of External Affairs for First Alert. "We are incredibly honored to work with first responders in such an important mission to keep families safe from fire and carbon monoxide. First Alert is not only a business — we are made up of families, and helping people protect whatever matters most to them is our priority."

MySafe:LA is a unit of The Safe Community Project, a California non-profit public charity.

Media Contact: Todd Leitz, MySafe:LA Public Information Officer

mobile: 213.379.0021

todd.leitz@mysafela.org

www.mysafela.org



MySafe:LA



Help Support MySafe:LA [DONATE](#)