



First Alert and Fire Departments Team up to Educate Consumers ‘for a Safer Place’

August 4, 2016

Select Lowe’s Locations Host In-store Fire and Carbon Monoxide Safety Awareness Events

(Aurora, Ill.) August 4, 2016 – First Alert, the most trusted name in home safety*, is teaming up with fire departments to educate the public about how to protect their families and homes from the threats of fire and carbon monoxide (CO). The “For a Safer Place” campaign will include special events throughout August, September and October, along with in-store activities for adults and children to learn about these important safety issues.

Each year, nearly 3,000 Americans die from home fires, while CO poisoning claims approximately 450 lives, according to the National Fire Protection Association (NFPA). The NFPA also reports that fires in homes with no smoke alarms cause an average of 940 deaths per year (38% of home fire deaths).

“In order to help decrease home fire and CO poisoning incidents, people must be equipped with the necessary tools and knowledge,” said Tom Russo, vice president of marketing for First Alert. “Through our partnership with participating local fire departments, we hope to help ensure the long-term safety and sustainability of communities nationwide.”

As a part of the national “For a Safer Place” campaign launched by First Alert, in-store safety events will be held at Lowe’s stores in 24 cities across the country, including Chicago, Dallas, Los Angeles, Philadelphia and San Francisco.

Store associates and fire officials will host fun, family-focused activities to educate people about fire and CO safety. Children’s firefighter hats and activity worksheets will be provided, along with educational handouts for adults to teach families about the importance of equipping their homes with smoke and CO alarms, as well as planning and practicing a fire escape plan. Children also will participate in special fire safety activities, such as building wooden fire trucks as part of [Lowe’s “Build and Grow” program](#). The program will provide each child with a Build and Grow project kit equipped with goggles, an apron and fire safety patch.

“This national education campaign is part of our ongoing efforts to ensure people have the right tools and information that can help them stay safe in their homes,” said Russo.

To ensure your family and home are best protected from fire, First Alert recommends following the guidelines set by the NFPA and U.S. Fire Administration (USFA), which advise that homes have smoke alarms installed inside every bedroom, outside each sleeping area and on every level of the home, including the basement, and one CO alarm on each level and in each sleeping area. To put this into perspective, the average-sized home in America – a two-story, three-bedroom house – needs a minimum of five smoke alarms and four CO alarms.

To learn more about protecting your family from smoke, fire and carbon monoxide, visit the First Alert website at www.forasaferplace.com. You also can follow First Alert on Twitter ([@FirstAlert](#)) or “like” First Alert on [Facebook](#).

**First Alert Brand Trust Survey, January 2016 – Results are based on the responses of 1,004 adults, ages 18 and older, living in the United States who completed a telephone survey, January 28-31, 2016. Results are accurate to +/- 3 percentage points with a 95 percent confidence level and can be generalized to the entire adult population in the United States within those statistical parameters. For more information or a copy of the complete survey and results, contact Tim Young at LCWA: 312/565-4628 or tyoung@lcwa.com.*

About BRK Brands, Inc.

BRK Brands, Inc. (Aurora, IL), is a fully owned subsidiary of Newell Brands. For 50 years, BRK Brands, Inc. has been the manufacturer of First Alert®-branded home-safety products, the most trusted and recognized safety brand in America. BRK® Brands designs and develops innovative safety solutions including Tundra™ Fire Extinguishing Spray, ONELINK® wireless alarms and a comprehensive line of smoke alarms, carbon monoxide alarms, fire extinguishers and escape ladders to protect what matters most. Such products are also marketed under the BRK Electronics® brand, The Professional Standard for the builder and contractor audiences. BRK Brands, Inc. products are found in more than 30 countries worldwide. For more information, visit <http://www.firstalert.com>, <http://www.brkelectronics.com> or <http://www.newellbrands.com>.

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