



## Fire Departments, Colleges And Universities Selected For Community Risk Reduction Program

July 29, 2019

### First Alert, Campus Firewatch and the Michael H. Minger Foundation Announce Third Annual Town/Gown Fire Safety Community Service Project Participants

AURORA, Ill., July 29, 2019 /PRNewswire/ -- Numerous students have added fire safety to their class schedule this fall. First Alert, the most trusted brand in home safety\*, Campus Firewatch and the Michael H. Minger Foundation have selected 25 organizations to participate in the third annual Town/Gown Fire Safety Community Service Project to raise awareness about fire and carbon monoxide (CO) safety. This unique project pairs college students with fire departments across the country to help install smoke and CO alarms in at-risk homes in their communities.



The chosen groups represent an array of applicants from coast to coast. Each organization will receive 100 donated smoke and CO alarms from First Alert, along with educational materials, to install with students during home safety visits in at-risk communities during the fall semester.

#### Arkansas

McGehee Fire & EMS

#### Kentucky

Richmond Fire Department

#### California

Chester Fire Department

#### Montana

Montana State University

#### Connecticut

Hartford Fire Department  
Long Ridge Fire Company

#### New York

City of Cortland Fire Department  
Fairview Fire District

#### Georgia

Walker County Fire Rescue

#### North Carolina

City of Hickory Fire Department  
Kinston Department of Fire & Rescue

#### Iowa

Cedar Rapids Fire Department  
Spirit Lake Fire Department

#### Ohio

Sylvania Fire/EMS

#### Idaho

Idaho Falls Fire Department  
Meridian Fire Department

#### Texas

Lacy Lakeview Fire Department

#### Illinois

Champaign Fire Department  
Lisle-Woodridge Fire Protection District

#### Virginia

Danville Fire Department

#### Indiana

Fort Wayne Fire Department  
West Lafayette Fire Department

#### West Virginia

Main Harts Creek Vol. Fire Department  
Saint Albans Fire Department

"The National Fire Protection Association (NFPA) reports when a home *does* have working smoke alarms, it cuts the fatality risk of home fires in half," said Tarsila Wey, director of marketing for First Alert. "Smoke alarms are one of the best, and easiest, solutions to enhance home safety. And, by partnering with Campus Firewatch and the Michael H. Minger Foundation with the Town/Gown project, we are able to both educate communities about

fire safety and install alarms for a long-lasting impact."

Many students live independently for the first time at college, and with academic challenges and social distractions, fire safety likely may not be a top priority. The Town/Gown Fire Safety Community Service Project works with students to take responsibility of their own safety by learning fire safety while also assisting the local community.

"Collaboration between students, fire departments and universities works to create a stronger, safer community," said Ed Comeau, founder of Campus Firewatch. "Enabling students to learn fire safety by doing fire safety provides an important life skill for them and those around them."

According to the NFPA, three out of four fires occur in the home, the very place that most people feel the safest. However, more than 60% of consumers do not test their smoke and CO alarms monthly, according to a new survey by First Alert\*\*. Unfortunately, many forget or simply aren't aware of the need for regular testing.

"Gaining real-world knowledge with regard to smoke and CO alarm placement and maintenance is an invaluable opportunity for these students," said Gail Minger, president of the Michael H. Minger Foundation. "The Town/Gown project truly offers a unique volunteer opportunity to both support the community and work with fire safety professionals in a capacity many would not otherwise experience."

To learn more about fire and CO safety, visit the First Alert website at [www.firstalert.com](http://www.firstalert.com), the Campus Firewatch website at [www.campus-firewatch.com](http://www.campus-firewatch.com) or the Michael H. Minger Foundation at [www.mingerfoundation.org](http://www.mingerfoundation.org). You also can follow the Town/Gown Fire Safety Community Service Project on [Twitter](#) and [Facebook](#) via #TownGownFire.

*\*First Alert Brand Trust Survey, February 2018 – Results are based on the responses of 1,000 adults, ages 25 and older, living in the United States who completed an online survey, February 15-19, 2018. Results are statistically significant at 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 results, contact Tim Young at LCWA: 312/565-4628 or [tyoung@lcwa.com](mailto:tyoung@lcwa.com).*

*\*\*First Alert Fire Prevention Research Report, May 2019 – Results are based on the responses of 1,000 adult homeowners, ages 18 and older, living in the United States who completed an online survey, May 13-16, 2019.*

#### **About Campus Firewatch**

*Campus Firewatch is a social entrepreneurship focused on helping to save lives at our nation's campuses. For more information, visit <http://www.campus-firewatch.com>. [Facebook](#) | [Twitter @campusfirewatch](#)*

#### **About Michael H. Minger Foundation**

*The Michael H. Minger Foundation was formed following the death of Michael Minger in a residence hall fire. The Foundation focuses on fire safety for all students, including students with special needs such as physical, sensory and cognitive disabilities. More information is available at [www.mingerfoundation.org](http://www.mingerfoundation.org) or on Facebook at [facebook.com/mingerfoundation](https://www.facebook.com/mingerfoundation).*

#### **About BRK Brands, Inc.**

*BRK Brands, Inc. (Aurora, IL), is a fully owned subsidiary of Newell Brands. For 60 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 by First Alert smart home products, 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>.*

#### **About Newell Brands**

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FOUNDATION

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