



Actor Taylor Kinney Teams Up With First Alert For Fire Prevention Month

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Delivers important fire safety messages, encourages families to add reliable protection through public awareness campaign

AURORA, Ill., Sept. 24, 2019 /PRNewswire/ -- When it comes to fire safety, actor Taylor Kinney knows a thing or two. As one of America's favorite TV first responders, the actor has learned the importance of fire safety and how proper alarm installation in the home can be the difference between life and death. And this Fire Prevention Month, Kinney is taking on fire safety awareness with First Alert, the most trusted brand in home safety*. Through a powerful public awareness campaign, the actor is reminding viewers to talk to their families about fire safety and take key steps to help protect what matters most.

Experience the interactive Multichannel News Release here:

<https://www.multivu.com/players/English/8594251-first-alert-taylor-kinney-fire-prevention-month/>

"I'm thrilled to partner with First Alert for this important cause. As a firefighter on TV, the importance of fire safety and outfitting your home with alarms is definitely something in my wheelhouse," said Kinney. "It's imperative we remind families to talk to their loved ones about taking all the measures to protect their homes."

Every 24 seconds, a fire department responds to a fire, according to the National Fire Protection Association (NFPA). Even more startling, three out of five home fire deaths are caused by fires in homes with no smoke alarms (40%). Yet, home fire deaths are drastically lower – 54% lower, in fact – in homes with working smoke alarms than in homes with no alarms or none that worked**.

First Alert, with the help of Kinney, launched a series of PSAs to remind consumers about the proper placement, installation and maintenance of alarms with important tips, including:

- **Placement is key:** According to the NFPA guidelines, smoke alarms should be installed on each level of the home, including the basement and in every bedroom, and carbon monoxide (CO) alarms should be on every level and near sleeping areas.
- **Checking alarms:** It's critical to test alarms regularly and change the batteries at least twice a year or install First Alert 10-year sealed battery alarms for hassle-free protection, eliminating the need for battery replacements for a decade!
- **Replacing alarms:** Smoke alarms don't last forever and should be replaced every 10 years, and CO alarms should be replaced every seven to 10 years, depending on the model.
- **Plan. Practice. Repeat:** Make sure to involve everyone in your household in creating an escape plan and practice it at least twice every year. As part of this plan, equip second-floor bedrooms with escape ladders, and identify two ways out of each room and a meeting place outside.

"Through this public awareness campaign with Taylor Kinney, we aim to help people understand the importance of practicing fire safety and involving their whole families when discussing the topic," said Tarsila Wey, director of marketing for First Alert. "Proper placement and regular maintenance of smoke and CO alarms are essential for protecting your family and your home."

To learn more about this campaign and to watch the series of PSAs, visit www.firstalert.com.

For more information and other resources regarding smoke and CO alarms, alarm laws in your state, as well as tips for protecting your family from smoke, fire and CO, visit www.firstalert.com/firepreventionmonth.

**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.*

*** "Smoke Alarms in U.S. Home Fires," National Fire Protection Association; <https://www.nfpa.org/-/media/Files/News-and-Research/Fire-statistics-and-reports/Detection-and-signaling/ossmokealarms.pdf>*

About BRK Brands, Inc.

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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>.

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