



First Alert Gives Thanks To Fire Services With 'Community Risk Reduction Week' Alarm Giveaway

November 18, 2019

Leader in Home Safety to Award Carbon Monoxide Alarms to Five Fire Departments Across the Country

AURORA, Ill., Nov. 18, 2019 /PRNewswire/ -- In time for Thanksgiving and in recognition of the upcoming inaugural [Community Risk Reduction \(CRR\) Week](#), occurring January 20-26, 2020, First Alert, the most trusted brand in home safety*, is showing its gratitude and appreciation for the fire services with the "Community Risk Reduction Week" [alarm giveaway](#). Open now through November 24, 2019, the alarm giveaway will award 50 carbon monoxide (CO) alarms each to five fire departments across the country for community outreach and education initiatives.



Working to reduce overall fire and CO incidents and their impact on the community through CRR is an important aspect of fire safety. Fire officials nationwide are planning CRR efforts to occur during the observance week in January, including home safety visits and alarm installations.

"CRR Week is a grassroots movement for fire service professionals across the country," said Ed Comeau, founder of Campus Firewatch and a member of the [CRR Week Executive Committee](#). "This observance provides a timely opportunity to increase awareness of the value of CRR within the fire service, and we are incredibly grateful to First Alert for its support as well."

As temperatures dip and individuals crank up the heat, the risk for CO poisoning significantly increases, making CRR Week a valuable opportunity to improve CO safety in the community. According to the Centers for Disease Control and Prevention, more than 50,000 emergency room visits and over 430 deaths are attributed to CO poisoning in the U.S. each year, making it the leading cause of accidental poisoning deaths in the country. The alarm donations from the "Community Risk Reduction Week" giveaway may be used as the winning fire departments see fit, helping to equip those most in need in their communities.

A recent survey** revealed that only 47% of Americans have at least one working CO alarm, and nearly two-thirds of homes did not comply with established CO alarm recommendations. Current National Fire Protection Association guidelines recommend installing CO alarms on each level of the home, including the basement, and near every sleeping area.

"We are thankful for the initiative from these fire service professionals to create an official CRR Week in the hopes of increasing community safety," said Tarsila Wey, director of marketing at First Alert. "These efforts are crucial to help prevent future incidents, and we are proud to support this program with CO alarm donations to assist departments."

Winners will be announced on November 25, 2019, and each will receive 50 [First Alert CO400 Battery-Powered Carbon Monoxide Alarms](#), which have an electrochemical CO sensor that lasts up to five years.

Fire departments can enter the "Community Risk Reduction Week" alarm giveaway at www.firstalert.com/CRRWeek. For more information on home safety and First Alert, visit www.firstalert.com.

**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.*

***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 BRK Brands, Inc.

BRK Brands, Inc. (Aurora, IL), is a fully owned subsidiary of Newell Brands. For more than 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

Newell Brands (NASDAQ: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Marmot®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

Additional information about Newell Brands is available on the company's website, www.newellbrands.com.

©2019 BRK Brands, Inc., Aurora, IL 60504. All rights reserved.

BRK Electronics® is a registered trademark of BRK Brands, Inc., Aurora, IL 60504.

Nasdaq® is a registered trademark of The Nasdaq Stock Market, Inc.

Contacts: Rebecca Raudabaugh or Lindsey Lucenta
L.C. Williams & Associates
P: 312-565-3900 or 800-837-7123
E: rraudabaugh@lcwa.com or lucenta@lcwa.com



View original content to download multimedia: <http://www.prnewswire.com/news-releases/first-alert-gives-thanks-to-fire-services-with-community-risk-reduction-week-alarm-giveaway-300959333.html>

SOURCE First Alert