



**DALLAS FIRE-RESCUE
DEPARTMENT**

MEDIA ADVISORY

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FOR IMMEDIATE RELEASE
October 19 11:00 a.m.

***Several Organizations Come Together for
“Winter Warning” Fire Safety Campaign***

On October 20, 2004, **DISD, Fireman’s Fund Insurance**, and members of the **Independent Insurance Agents of Dallas** will join Dallas Fire-Rescue in the launching of the “Winter Warning” fire safety campaign. The goal of the new campaign is to reduce the high number of residential fires and fire fatalities that normally occur in the winter months. Over 150 members of FFI and IAD will volunteer their time to help launch the campaign. In addition, Fireman’s Fund will help kick-start the event by donating over two thousand smoke detector batteries to benefit local residents. The volunteers will visit 20 DISD Elementary Schools (see page 2 for schools) over the course of 2 days and will be passing out flyers and batteries to parents and guardians of small children. A list of participating schools is attached.

Burns and fires are the leading cause of death for children 14 and under. Therefore, the campaign will begin by making contact with parents and guardians and provide them with information on crucial pre-fire planning and preparation. Over the next several weeks, we will focus on the most common causes of residential fires during the winter months. At the conclusion of the campaign, in late November, a live burn exercise will be conducted in order to provide a visual and dramatic example of the deadly effects of fire. The success of the Christmas tree burn last year is an encouraging sign that we are on the right track. Please support our campaign and know that by doing so, you will be doing your part in helping save a life.

DISD Schools Participating

October 20, 2004 7:00 a.m. to 9:00 a.m.

SCHOOL	ADDRESS
Clinton P. Russell	3031 Beckley Avenue
Erasmus Seguin	111 West Corning
Jimmie Brashear	3434 S. R L Thornton
Clara Oliver	4010 Idaho PIO/Spokesperson on site
T.D. Marshall	915 Brookmere

October 20, 2004 2:00 p.m. to 4:30 p.m.

SCHOOL	ADDRESS
Anson Jones	3901 Meredith Ave.
George Peabody	3101 Raydell Place
Louise Kahn	610 North Franklin
Lida Hooe	2419 Gladstone
Rosemont Elementary	719 North Montclair PIO/Spokesperson on site

October 21, 2004 7:00 a.m. to 9:00 a.m.

SCHOOL	ADDRESS
John Peeler	810 S. Llewellyn PIO/Spokesperson on site
Winnetka	1151 South Edgefield
Margaret Henderson	2200 Edgefield St.
Barbara Jordan	1111 W. Kiest
Maria Moreno	2115 S. Hampton Rd.

October 21, 2004 2:00 p.m. to 4:30 p.m.

SCHOOL	ADDRESS
Ignacio Zaragoza	4550 Worth St.
Mount Auburn	6012 East Grand Avenue
Oran Roberts	4919 East Grand Avenue PIO/Spokesperson on site
Fannie Harris	4212 East Grand Avenue
Paul Dunbar	4200 Metropolitan Avenue