



Dallas Fire-Rescue



DALLAS FIRE STATIONS AND AMERICAN RED CROSS TO RECEIVE NEW SERTA FIREBLOCKER® MATTRESSES DURING NATIONAL HOME SAFETY MONTH

*Donations made to honor firefighters; assist future victims of home fires.
In addition, build awareness of fire prevention*

- WHAT:** Serta and bedding retailer **Sleep Experts** partner to promote fire prevention for National Home Safety Month.
- Serta is donating 100 new Fireblocker® twin mattresses (a \$60,000 retail value) to local fire stations to show appreciation to the Dallas Fire-Rescue Department.
 - Sleep Experts is providing new Fireblocker® mattresses to the Red Cross-Dallas Area Chapter. Through Sleep Experts' *Rest Assured* program, these donations will be distributed by the Red Cross to assist with future needs of area fire victims.
 - Sleep Experts will deliver mattresses to Fire Station #28 and provide additional donations to fire victims as needed through the Red Cross.
- WHO:**
- * Chief Deborah Carlin, Assist. Fire Chief, Dallas Fire-Rescue Department;
 - * Anita Foster, Dallas/Fort Worth Red Cross
 - * Christine Cook, Sleep Experts
 - * Jeff Gordon, Serta Field Sales Manager
- WHEN:** **Thursday, June 16, 10:30 a.m.**
- WHERE:** **Dallas Fire Station #28, 8701 Greenville Ave.**
- PHOTO OP:** Sleep Experts' delivery of mattresses to Greenville Ave station; presentations to Chief Carlin, firefighters, and to Anita Foster of the American Red Cross.
- WHY:** Serta and Sleep Experts remain committed to the well-being of the community. National Home Safety Month is an ideal time to honor our local firemen with a product that supports their mission to keep others safe. Additionally, for future families who will suffer a fire loss, Sleep Experts believes that a fresh start begins with a good night's sleep. Serta Fireblocker® mattresses will provide comfort and added safety, resulting in greater peace of mind. Together, Serta and Sleep Experts hope this June effort will remind others of important safety measures such as smoke alarms, fire extinguishers, and fire escape plans.
- The home is the second most common location of unintentional fatal injuries in the U.S., according to a 2004 Home Safety Council report. **Each year more than 18,000 in the U.S. die from an unintentional injury that occurs in the home.**
 - **Approximately 730 people in the U.S. die in bedroom fires each year, with another 4,275 injured.** Causes include: candles, increased use of computers and televisions in bedrooms, and children playing with matches and lighters.

10 FIRE SAFETY TIPS FOR YOUR HOME:

1. Have a working smoke alarm on each level of your home and outside bedrooms. Test monthly and replace batteries every six months to one year.
2. Develop a fire escape plan (utilizing several exits) and practice often.
3. Be sure stove and appliances are off before going to bed or before leaving the house.
4. Check for frayed wires, do not run cords under rugs or furniture, and never overload sockets.

5. Keep lighters/matches out of reach of children in secure drawer or cabinet.
6. Never smoke in bed.
Use candles only in rooms where there is a responsible adult.
7. Place a fire extinguisher on every level of your home, especially in the kitchen, near a fireplace and in a workshop or garage. Learn how to use it.
8. Teach children not to panic and hide in case of a fire, but to get out of the house immediately and to stay low and crawl in case there is smoke.
9. Look for a mattress made with open-flame resistant protection.

SERTA FIREBLOCKER® FACTS

- **How it work:** Fireblocker® technology isolates the impact of a fire on the mattress and slows its spread with a precise blend of natural and synthetic fibers in the outer layers of the mattress and box spring. This technology is designed to decrease tragic deaths from mattress fires by giving families extra time to escape a fire unharmed. Fireblocker® protection contains no harmful chemicals, and it meets all federal and state regulations.
- **Which mattresses have open flame protection?** All Serta lines contain FireBlocker® protection. Serta is the first national manufacturer to produce open-flame resistant mattresses for consumers and the only one to include this protection in the production of all its bedding nationwide. The company began its rollout of FireBlocker® mattresses in December 2003, more than one year before a regulation on open-flame resistance went into effect in California.
- **How Has Fireblocker® been tested?** Serta has successfully tested its FireBlocker® technology at Underwriters Laboratories Inc. (UL), and the results are UL-confirmed. These tests simulate the impact of a comforter and pillow fire on a mattress, and were developed by the National Institute for Standards and Technology (NIST) and the California Bureau of Home Furnishings. Serta FireBlocker mattresses meet the California standard, the most stringent in the nation.

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