



HOME FIRE SPRINKLER GENERAL PREVENTION & AWARENESS CAMPAIGN



FISCAL YEAR 2007 FIRE PREVENTION AND SAFETY GRANT SUMMARY REPORT

April 4, 2008 – June 3, 2009



Home Fire Sprinkler®
COALITION
Protect What You Value Most™



2007
Home Fire Sprinkler®

C O A L I T I O N
Protect What You Value Most™

MISSION STATEMENT

The Home Fire Sprinkler Coalition is highly committed to protecting the ultimate value of human life, striving for a nation in which not a single man, woman or child dies needlessly in a tragic fire.

The mission of the nonprofit Home Fire Sprinkler Coalition is to save lives by increasing awareness of the benefits and availability of residential fire sprinkler systems, ultimately increasing the number of installations in new one- and two-family dwellings.

HFSC Board

American Fire Sprinkler Association

Canadian Automatic Sprinkler Association

Home Safety Council

International Association of Fire Chiefs

National Fire Protection Association

National Fire Sprinkler Association

State Farm Insurance

Underwriters Laboratories Inc.

U.S. Fire Administration

HOME FIRE SPRINKLER GENERAL PREVENTION & AWARENESS CAMPAIGN

Fiscal Year 2007

Fire Prevention and Safety

Grant Summary Report

April 4, 2008 – June 3, 2009



TABLE OF CONTENTS

Introduction.	7
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FIRE SERVICE OUTREACH

Built for Life Fire Department Program.	9
Banner Display Incentive.	20
Media Tour Incentive.	21
Fire and Sprinkler Burn Demonstration Kit.	22
Evaluation	23
Advertising.	25
FOCUS Magazine Supplement	26
Fire Service Trade Shows.	27
Built for Life Fire Department Kit Evaluation.	28
Public Relations	29

HOME BUILDER OUTREACH

3D Virtual Interactive Education Tool.	31
Builder Evaluation	32
Fire Service Evaluation	36
Home Builder Trade Shows	41
Home Builder Trade Advertising	42
Real Estate Agent Education	43
Insurance Agent Education	44

WEB COMMENTS	45
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FIRE SERVICE OUTREACH

HFSC introduced the *Built for Life Fire Department (BFLFD) Program*, a national effort to motivate fire departments to embrace local home fire sprinkler education. We chose this project because data showed that only 6% of U.S. fire departments made sprinklers a focus of their education, even though more than 80% of fire deaths occur in homes. The fire death problem could be dramatically reduced with more home fire sprinkler installations. Education is the key to achieving more protected homes. HFSC's goal was to increase the number of fire departments embracing home fire sprinkler education to at least 10% during the performance period. We slightly exceeded our goal, attracting **1,276 fire departments** to sign up for the *BFLFD Program* during the grant year, agreeing to make home fire sprinklers a focus.

The *BFLFD Program* was promoted through a 4-page insert in fire service trade magazines including *Firehouse*, *FireRescue*, *Fire Engineering*, and *National Fire & Rescue* magazines, reaching a combined **circulation of 294,677**. The program was promoted through an e-blast sent to **60,000 opt-in members** of the fire service, at various fire service trade shows including NFPA, National Association of State Fire Marshals (NASFM), Fire-Rescue International (FRI) and through other public relations activities.

A key component of the *BFLFD Program* was HFSC's creation of a comprehensive *Fire and Sprinkler Burn Demonstration Kit*: a complete guide to building and using a dramatic live fire demonstration. The kit includes a DVD featuring Ron Hazelton and four firefighters who follow the kit's step-by-step instructions to build components of the demonstration. The video includes a sample demonstration in a community, additional instructions on how to set up, take down and furnish the demo, and other information. The kit includes a CD with comprehensive guidance through the use of printable step-by-step instructions, materials and tool lists, recommendations for local media promotion, fundraising ideas, presentation and educational guidance, talking points and tips for audience evaluation. Prior to completion of the kit, 56 BFLFD members

reviewed and evaluated all of the material for content and effectiveness. The kit was revised prior to completion.

Fire departments that signed up for the *BFLFD Program* received the *Built for Life Fire Department Kit*, along with a personalized participation certificate, the *Fire and Sprinkler Burn Demonstration Kit*, *HFSC Public Education Kit*, decal and BFLFD baseball cap. HFSC selected 12 of those fire departments that achieved a high level of home fire sprinkler education to receive an educational banner display customized with their logo. The Plymouth (Massachusetts) Fire Department was selected to host a Satellite Media Tour, which featured Ron Hazelton and netted coverage on 90 television stations nationwide reaching **more than 482,664 viewers**.

HFSC promoted the new *Fire and Sprinkler Burn Demonstration Kit* and *BFLFD Program* in various fire service trade magazines including *NFPA Journal*, *Firehouse*, *FireRescue*, *Fire Engineering*, and *National Fire & Rescue*, as well as through Home Safety Council's Expert Network, **reaching 407,060 members of the fire service**. At Fire-Rescue International, HFSC had a 20 x 50-foot booth that included a new version of HFSC's interactive *Built for Life* game, which utilized video clips from the new *Fire and Sprinkler Burn Demonstration* video. Ron Hazelton hosted the game. Participants who answered correctly could spin a wheel for a chance to win a Flip video camcorder, HFSC thermos or portfolio bag. One 8 x 8-foot sprinklered *Fire and Sprinkler Burn Demonstration* room was displayed inside the booth for visitors to view. Segments from the new *Fire and Sprinkler Burn Demonstration* video played on another display.

In March 2009, HFSC produced "FOCUS," a tear-out 16-page supplement in *FireRescue Magazine* reaching 50,383 readers. It included feature stories and testimonials about fire departments that use HFSC materials and listed all the fire departments that signed up for the *BFLFD Program*. The magazine was also included in the *BFLFD Kit* and distributed at trade shows and conferences.

INTRODUCTION (CONT.)

HOME BUILDER OUTREACH

The second part of HFSC's grant was a project to educate the broader homebuilding industry and to introduce a new tool to guide builders through a typical NFPA 13D installation as a method to answer questions and dispel common myths. HFSC developed an animated, interactive education program that illustrates vividly the components of a 13D sprinkler system installed in a single-family home. The new tool allows user interaction "behind the walls."

E-Blasts were sent through *BuilderNews* (65,000) and *Firehouse.com* (60,000) to introduce the new virtual 3D animation and request visitors to evaluate the new program. **More than 150 homebuilders completed the evaluation**, with 80% agreeing that the presentation improved their knowledge of home fire sprinkler systems. Members of the fire service are encouraged to use the program as a teaching tool. **More than 750 members of the fire service completed the survey** with 90% who said they would use the presentation and 93% agreeing that it would help people understand how home fire sprinkler systems worked.

HFSC promoted this useful new tool through a 1,500-square-foot booth at the 2009 International Builders' Show and the NAHB 50+ Housing Council Symposium, which targets builders specializing in active adult (over 50) housing, which is the fastest growing housing segment.

HFSC's builder education efforts were also showcased at the National Association of Realtors Annual Meeting, typically attended by 25,000 real estate professionals. HFSC's presence included ads placed in *Realtor Magazine* (1,120,871 circ.), *Realtor Show Daily* (100,000 circ.) and *Realtor E-blast*.

To round out our reach into this extremely important target audience, HFSC developed and placed ads promoting the new interactive educational tool and HFSC's free resources in national builder trade magazines including *Builder*, *Professional Builder*, *Fine Homebuilding* and the *Residential Design & Build E-blast*, reaching a combined **circulation of 602,001**.

HFSC also reached home insurance professionals through ads placed in *Insurance Journal* magazine and E-blasts, for a combined **circulation of 470,000**.


Together, these two vital projects have helped HFSC increase interest in home fire sprinklers among fire departments, homebuilders and others, and general awareness of the availability of fire sprinklers for homes. Perhaps more important, at a time when anti-sprinkler-ordinance efforts are spreading negative and false information about sprinklers, HFSC's projects are also helping to dispel myths and to ensure that fire departments and the broader homebuilding industry have access to the facts.

Evaluation of the *BFLFD Program* has been positive; the *Fire and Sprinkler Burn Demonstration Kit* evaluation findings were extremely positive. By exceeding our goal, we have proven our theory that with the right incentives and with access to high-quality, comprehensive teaching tools, more fire departments will make home fire sprinkler education a focus of their community outreach efforts.

BUILT FOR LIFE FIRE DEPARTMENT PROGRAM

FREE RESOURCES - EDUCATIONAL SUPPORT - NATIONAL RECOGNITION

Become a BUILT FOR LIFE Fire Department



The Home Fire Sprinkler Coalition (HFSC) introduces the **BUILT FOR LIFE Fire Department** program to recognize all the U.S. fire departments that make home fire sprinkler education a focus of their community outreach and help others start sprinkler education. According to a recent survey of fire chiefs*, approximately 2,000 fire departments are already teaching about home fire sprinklers. With the right information and tools, more fire departments can teach about this life-saving technology. We've developed new free resources to simplify any department's sprinkler outreach.

EVERY BUILT FOR LIFE FIRE DEPARTMENT WILL RECEIVE:


- Side-by-Side burn demo kit
- Educational outreach materials
- Certificate of participation
- **BUILT FOR LIFE Fire Department** window decals
- **BUILT FOR LIFE** baseball caps
- And much more!

GETTING STARTED IS SIMPLE

All U.S. fire departments that make home fire sprinklers an educational focus will be recognized as **BUILT FOR LIFE Fire Departments**. That could be as simple as adding sprinkler messages and materials to your existing outreach, or as comprehensive as establishing an outreach program for local builders and developers. Simply agree to implement at least one community outreach activity in:

- Public Awareness and Public Education
- Targeted Outreach to a Key Audience
- Evaluation

Visit HomeFireSprinkler.org today to learn more about HFSC's **BUILT FOR LIFE Fire Department** program and enroll your department.



*Home Safety Council survey of U.S. fire chiefs, conducted by the Johns Hopkins Bloomberg School of Public Health

The Home Fire Sprinkler Coalition (HFSC) introduced the *Built for Life Fire Department Program* to recognize all the U.S. fire departments that have pledged to make home fire sprinkler education a focus of their community outreach and help others start sprinkler education. Data showed that only 6% of U.S. fire departments made sprinklers a focus of their education. HFSC's goal was to increase the number to 10%, or at least 1,200 fire departments. We slightly exceeded our goal, attracting more than **1,276** to sign up for the program.

The *BFLFD Program* was introduced at the NFPA Conference & Expo. A 4-page insert/brochure was developed to introduce and outline the program. The insert appeared in the following fire service publications:

- **NFPA Journal:** July/August issue; 92,000 circ.
- **Firehouse Magazine:** August issue; 75,794 circ.
- **FireRescue Magazine:** August issue; 50,383 circ.
- **Fire Engineering Magazine:** August issue; 46,500 circ.
- **National Fire & Rescue Magazine:** July/August issue; 30,000 circ.
- **Firehouse.com E-blast:** August 2, 2008; 60,000 circ.

TOTAL CIRCULATION: 354,677

We also printed an additional 5,000 for distribution.

Become a **BUILT FOR LIFE** Fire Department *Today*



It's easy to become a **BUILT FOR LIFE Fire Department**. Simply agree to implement at least one community outreach activity in:

- Public Awareness and Public Education
- Targeted Outreach to a Key Audience
- Evaluation

Or we will work with you to develop a more extensive program that meets the needs of your community. Visit HomeFireSprinkler.org and fill out the online enrollment form.

If you have questions or wish to receive the information by fax or mail, please give HFSC a call at 1-888-433-3333 or mail us the form to HFSC and we will send you everything you need to get started.

PLEASE SEND US YOUR INFORMATION SO WE CAN CONTACT YOU.

*Required information

Name: _____
 Company/Department: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 E-mail: _____
 Comments or Questions: _____

For this form to **Help-4-Home** or mail it to:
 HFSC **BUILT FOR LIFE Fire Department** Program
 300 N. Lullenger Road, Box 900
 Franklin, IL 60131

Participation in the **BUILT FOR LIFE Fire Department** Program is limited to U.S. Fire Departments.

Home Fire Sprinkler
 FIRE DEPARTMENT PROGRAM
HomeFireSprinkler.org

The Built for Life Fire Department Program is funded in part through a generous donation from Fire Protection & Safety Council.
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BUILT FOR LIFE FIRE DEPARTMENT PROGRAM (CONT.)

Fire Departments throughout the country signed up for the *Built for Life Fire Department Program* and agreed to make home fire sprinklers a focus of their education programs.

<http://www.homefiresprinkler.org/FS/FSBFLFD.html>

All *Built for Life Fire Departments* received the kit which included:

- A *Fire and Sprinkler Burn Demonstration Kit*
- *HFSC Public Education Kit*
- A Certificate of participation
- A *Built for Life Fire Department* window decal
- A *Built for Life* baseball cap

TOTAL SIGN-UPS: 1,276 Fire Departments



HFSC's goal was to increase the number of fire departments embracing home fire sprinkler education to at least 10%. HFSC exceeded the goal attracting 1,276 fire departments. The BFLFDs are listed on the following pages.

BUILT FOR LIFE

FIRE DEPARTMENT PROGRAM

LISTING BY STATE

ALABAMA

Alabama Fire & Life Safety Educators Association
 Albertville Fire Department
 Bessemer Fire Department
 Boaz Fire
 Dothan Al Fire Department
 Eva Volunteer Fire Department
 Flat Creek Volunteer Fire Department
 Gap of the Mountain Fire & Rescue
 Gardendale Fire Department
 Hueytown Fire & Rescue Service
 Huntsville Fire-Rescue
 Jefferson State Community College
 Madison Fire & Rescue
 Montevallo Fire Department
 Montgomery Fire Department
 Moulton Fire Department
 Oak Ridge Volunteer Fire Department
 Pleasant Grove Volunteer Fire Department
 Poarch Creek Fire Department
 Prattville Fire Department
 Quad Cities Fire Department
 Rainbow City Fire & Rescue
 Saragossa Volunteer Fire Department
 Tarrant Fire Department
 Toney Fire-Rescue
 Trussville Fire & Rescue
 Tuscaloosa Fire & Rescue Service
 Wetumpka Fire Department
 Zion Volunteer Fire Department
 Shorter Fire Rescue

ALASKA

Central Emergency Services
 Central Mat-Su Fire Department
 Fairbanks Fire Department
 Homer Volunteer Fire Department
 Mat-Su Borough

ARIZONA

Arizona Fire Marshals Association
 Bullhead City Fire Department
 Chandler Fire
 Corona De Tucson Fire Department
 Cottonwood Fire Department
 Daisy Mountain Fire Department
 Drexel Heights Fire District
 Fry Fire District
 Gila River Fire Department
 Goodyear Fire Department
 Picture Rocks Fire District
 Pima Rural Fire District
 Queen Creek Fire Department
 Taylor Fire Department

Tri-City Fire Department
 Williamson Valley Fire District
 Joseph City Fire

ARKANSAS

Alexander Fire & Rescue Department
 Alpena Rural Volunteer Fire Department
 Bella Vista Fire Department
 Crystal Fire Department
 Lake Hamilton Fire Department
 Little Rock Fire Department
 Magnet Cove Fire Department
 Malvern Fire Department
 Marble Volunteer Fire Department
 South Bend Fire & Rescue

CALIFORNIA

Advanced Fire & Rescue Services
 Berkeley Fire Department
 Big Bear Lake Fire Protection District
 CAL Fire
 CAL Fire/State Fire Marshal
 Cal State Los Angeles Fire/USAR Team
 California City Fire Department
 Central California Women's Facility/
 Valley State Prison for Women Fire
 Central County Fire Department
 Cere Emergency Services
 City of Arroyo Grande
 City of Loma Linda Fire Department
 City of Vista Fire Department
 Contra Costa County Fire Protection District
 Corralitos Volunteer Fire Department
 Culver City Fire Department
 Fairfield Fire Department
 Fire & Emergency Services
 Fort Bragg Fire Department
 Georgetown Fire
 Herald Fire Protection District
 Isleton Fire Department
 Lake County Fire Department
 Lake Valley Fire District
 Linden-Peters Fire District
 Livermore-Pleasanton Fire Department
 Los Banos Fire Department
 Mammoth Lakes Fire Department
 Moraga-Orinda Fire District
 Menlo Park Fire Protection District
 Merced City Fire Department
 Milpitas Fire Department
 Montclair Fire Department
 Mountain Gate Fire Department
 Rio Vista Fire Department
 River Delta Fire District
 Rohnert Park Department of Public Safety

Sacramento Metropolitan Fire District
 Salinas Fire Department
 Salver Volunteer Fire Department
 San Bernardino County Fire Department
 Santa Rosa Fire Department
 Searles Valley Minerals Fire Department
 Selma Fire Department
 Stanislaus County Fire Prevention Bureau
 Stockton Fire Department, Prevention Division
 Yuba City Fire Department

COLORADO

Akron Volunteer Fire Department
 Arvada Fire Department
 Aspen Fire Department
 Black Forest Fire Rescue
 East Grand Fire Protection District #4
 Englewood Fire Department
 Evans Fire Department
 Glenwood Springs Fire Department
 Grand Junction Fire Department
 Lower Valley Fire District
 Manitou Springs Fire Department
 Milliken Fire Protection District
 North Metro Fire Rescue
 Pagosa Fire Protection District
 Parker Fire District
 Snowmass Village Wildcat Fire
 South Adams County Fire District
 Upper Pine Fire Protection District
 Westminster Fire Department

CONNECTICUT

Central Connecticut Fire Protection
 Cheshire Fire Department
 Coventry Volunteer Fire Association
 Danbury Fire Department
 Essex Fire Engine Company 1
 New Milford Fire Marshal Office
 Nichols Fire Department
 Noank Fire Department
 Norwalk Fire Department
 Salem Fire Company
 Sandy Hook Volunteer Fire & Rescue
 Shaker Pines Fire Department
 Shelton Fire Marshal's Office
 South Fire District
 Southington Fire Department
 Town of Plainville
 Town of Vernon Fire Department
 Trumbull Volunteer Fire Company #1
 West Haven Fire Department
 Weston Fire Rescue
 Wilton Fire Department

BUILT FOR LIFE FIRE DEPARTMENT PROGRAM

LISTING BY STATE (CONT.)

DC

Washington DC Fire & EMS Department

DELAWARE

Carlisle Fire Company
Delaware State Fire Marshal's Office
Delaware State Fire School
Laurel Fire Department
Talleyville Fire Company

FLORIDA

Alachua County Department of Public Services
Alachua County Fire Rescue
Avon Park Fire Department
Bay County Emergency Services
Bellwood Volunteer Fire Department
Big Corkscrew Island Fire Rescue
Brigada De Bomberos Taboga
C S F R Franklin
Cedar Hammock Fire Rescue
Citrus County Fire Rescue
City of Delray Beach Fire Department
City of Eustis Fire Department
Clay County Fire Rescue
Clearwater Fire & Rescue
Crestview Fire Department
Florida Fire Marshals and Inspectors Association
Fort Walton Beach Fire Department
Heilbronn Springs Fire Rescue
High Point Fire Rescue
Hollywood Fire-Rescue
Lealman Fire District
Lynn Haven Fire & Emergency Services
Malabar Fire Department
Martin County Fire Rescue
Miami-Dade Fire Rescue
Miami-Dade Fire Rescue Department
Nassau County Fire Rescue
Nokomis Volunteer Fire Department Inc.
North Palm Beach Fire Rescue
Palm Beach Fire
Pinellas Park Fire Department
Satellite Beach Fire Department
South Trail Fire & Rescue
Southwest Florida Airport Rescue and Firefighting
Tarpon Springs Fire Rescue
Town of Davie Fire Rescue Department
United States First Responders Association
West Mantee

GEORGIA

Alpharetta Fire & Emergency Services
Atkinson Volunteer Fire Department
Bent Tree Volunteer Fire Department
Blakely Fire Department
Carnes Creek Fire Department
Cherokee County Fire and Emergency Services
City of East Point Fire Department
City of Madison Fire Department
City of Morrow
Claxton Fire Department
Clayton County Fire & Emergency Services
Covington Fire Department
Fairburn Fire Department
Fort Oglethorpe Fire Department
Fulton County Fire Department
Fulton County Fire Department
Gilmer County Fire Rescue
Gresston Volunteer Fire Department
Harrison Volunteer Fire Department
Hortnese Volunteer Fire Department
Kingsland Fire Rescue
Ochlocknee Volunteer Firefighters Association Inc.
Peach County Fire Department
Peachtree City Fire Department
Quitman Fire Department
Richland Volunteer Fire Department
Safe Kids of Toombs County
Sandersville Fire Department
Sandy Springs Fire Rescue
Savannah Fire and Emergency Services
Southern Company
West Point Fire Department

IDAHO

AHFD
Ammon Fire Department
Caldwell Fire Department
Chubbuck Fire Department
Idaho Falls Fire Department
Nampa Fire Department
Oasis Volunteer Fire Department
Timberlake Fire Protection District
Pocatello Fire Department

ILLINOIS

Aon Risk Services
Argonne Fire Department
Aurora Fire Prevention
Aurora Township Fire Department Station 2
Berkeley Fire Department

Bloomington Fire Department
Charleston Fire
Colfax Fire Department
Countryside Fire Protection District
Dalzell Fire Department
Deerfield Fire
DeKalb Fire Department
Downs Fire Protection District
Franklin Park Fire Department
Glen Carbon Fire Department
Glenwood Fire Department
Greater Round Lake Fire Protection District
Huntley Fire Protection District
La Grange Park Fire Department
Lemont Fire Protection District
Lincolnshire-Riverwoods Fire Protection District
Long Grove Fire Protection District
Manteno Fire Department
Monmouth Fire Department
North Maine Fire Protection District
North Peking Fire Department
Northern Piatt County Fire Protection District
Orland Fire Protection District
Pana Fire Department
Peoria Fire Department
Peotone Fire Protection District
Riverside Fire Department
Rockford Fire Department
Rockton Fire Protection District
Signal One Fire Rescue
South Beloit Fire Department
South Chicago Heights Fire Department
Village of Oak Park
Washington Fire Department & Rescue Squad, Inc.
Wilco Area Career Center
Win-Bur-Sew Fire Protection District
Illinois Fire Service Institute
Park Forest Fire Department
Wilmette Fire Department

INDIANA

Adams Township Fire Department
Auburn Fire Department
Bloomington Township Fire Department
Bluffton Fire Department
Boonville Fire Department
Brownsburg Fire Territory
Cambridge City Fire Department
Center Township Volunteer Fire Department
Chandler Volunteer Fire Department
Clay Fire Territory

BUILT FOR LIFE FIRE DEPARTMENT PROGRAM

LISTING BY STATE (CONT.)

Clay Township Fire Company
Clinton Township Fire Department
Concord Fire Department
Decatur Township Fire Department
Delphi Fire Department
Fishers Fire Department
Folsomville-Owen Township Fire Department
Fort Wayne Fire Department
Francesville/Salem Township Volunteer Fire Department
Franklin Township Fire Department
Fremont Fire Department
Hamilton Township Volunteer Fire Company
Hillsdale Community Fire Department
Honey Creek Fire Department
Ireland (Madison Township) Volunteer Fire Department
Jackson Township Fire Department
Jackson Township Fire Department
Jonesville Fire Department
Lafayette Fire Department
LaGrange Fire Station 10
Liberty Fire Department
Madison Township Fire Department
Monroe Township Volunteer Fire Department
Moral Township Fire Department
Needham Fire Department
New Haven-Adams Township Fire Department
New Washington Volunteer Fire Department
Northern Piatt County Fire Protection District
Petersburg Fire Department
Pine Village Volunteer Fire Department
Poe Community Volunteer Fire Department Inc.
Posey Township Volunteer Fire Department
Ross Township Fire Service
Seymour Fire Department
South Bend Fire Department
Terre Haute Fire Department
Trafalgar Fire Department
Vincennes City Fire Department
Vincennes Township Fire District
Walnut Township Fire Department
Washington Fire Department
Wayne Township Fire Department
Yankeetown Fire Department
Zionsville Fire Department

IOWA

Ankeny Fire Department
Creston Fire Department
Fairbank Fire Department
Hawarden Fire Department
Hiawatha Fire Department
Lanesboro Volunteer Fire Department
Marion Fire Department
Mediapolis Fire Department
Onawa Volunteer Fire Department
Orland Park Fire Protection District
Pekin Fire Department
Peoria Heights Fire Department
Sioux City Fire Rescue
Spencer Fire Department
Urbandale Fire Department
Van Meter Fire & Rescue
Hopkinton Fire Department

KANSAS

Dodge City Fire Department
Manhattan Fire Department
Arkansas City Fire Department
Concordia Fire Department
Conway Springs Fire Department
Dodge City Fire Rescue
El Dorado Fire Department
Garden City Fire Department
Harvey County Fire Department #1
Marquette Fire Department
Olathe Fire Department
Shawnee Heights Fire District Station 21
Sheridan County Fire Department

KENTUCKY

City of Bardstown Fire Department/
Bardstown Nelson County Volunteer Fire Department
Bowling Green Fire Department
Burlington Fire Protection District
Clark County Fire Department
Clay City Volunteer Fire Department Inc
Dabney Volunteer Fire Department
East Bernstedt Fire Department
Eastern Kentucky University
Eubank Volunteer Fire Department
Fort Mitchell Fire Department
Fulton Fire Department/Twin City Ambulance
Irvine Fire Department
Kentucky Firefighters Association
La Center Fire Department
Lyndon Fire & Rescue
Lyndon Fire & Rescue
Lyndon Fire Protection District
Martins Fork Fire Department

Mt Vernon Fire Department
North Metcalfe Volunteer Fire Department
Owenton Volunteer Fire Department
Ryland Heights Fire/EMS
Science Hill Fire Department
Stinnett Fire & Rescue
Westport Volunteer Fire Department
Williamstown Fire Department
Wilmore Fire Department
Worthington Fire & Rescue

LOUISIANA

B.O.M. Volunteer Fire Department
Brownsfield Fire Department
Denham Springs Fire Department
DeRidder Fire Department
East St. Charles Volunteer Fire Department
Franklinton Fire Department
Hahnville Volunteer Fire Department
Louisiana State Fire Marshal's Office
New Orleans Fire Department
Olla Volunteer Fire Department
Shreveport Fire Department
Ward One Fire Department

MAINE

Bucksport Fire Department
Kennebunk Fire Rescue
Lebanon Fire
Lebanon Fire Department
Lincoln Fire Department
Manchester Fire Department
Mexico Fire Department
Milford Fire & Rescue
Sanford Fire Department
Searsport Fire Department
Southern Maine Community College
Union Fire Department
Winthrop Fire Department

MARYLAND

Anne Arundel County Fire Department
Baltimore City Fire Department
Bel Air Volunteer Fire Company, Inc.
College Park Volunteer Fire Department
Eastern Garrett County Volunteer Fire/Rescue Department
Easton Volunteer Fire Department
Frederick County Division of Fire & Rescue Services
Hancock Fire Company
Jarrettsville Fire Company
Kent Island Volunteer Fire Department

BUILT FOR LIFE FIRE DEPARTMENT PROGRAM

LISTING BY STATE (CONT.)

Montgomery County Fire & Rescue Service
Mont. Co. P.S. Fire Safety
Queenstown Volunteer Fire Department
Union Fire Department
Urbana Volunteer Fire Department
Winfield Volunteer Fire Department

MASSACHUSETTS

Ashburnham Fire Department
Bourne Fire Rescue
Cambridge Auxiliary Fire Department
Chatham Fire Department
Devens Fire Department
Duxbury Fire Department
Georgetown Fire Department
Holden Fire Department
Holland Fire-Rescue
Holyoke Fire Department
Merrimac Fire Department
Nantucket Fire Department
Northborough Fire Department
Pittsfield Fire Department
Plymouth Fire Department
Richmond Fire Department
Shrewsbury Fire Department
Sudbury Fire Department
Wayland Fire Department
West Boylston Fire
Westport Fire
Winchendon Fire Department
Lunenburg Fire Department

MICHIGAN

Addison Township Fire Department
Adrian City Fire
Albert/Lewiston Fire Department & EMS
Auburn-Williams Fire Department
Bertrand Township Fire/Rescue
Brighton Area Fire Department
Canton Fire Department
Cedar Fire Department
Chikaming Township Fire Department
City of Ann Arbor Fire Department
City of Norton Shores Fire Department
City of Petoskey Department of Public Safety
Clinton Area Fire
Clio Area Fire Department
Coldwater Fire Department
Delhi Township Fire Department
Delta Township Fire Department
Dexter Area Fire Department
E.S.C.A.P.E. Inc
Eastpointe Fire & Rescue
Ferndale Fire Department

Garfield Township Fire Department
Gladwin Fire Department
Grand Blane Township
Grand Traverse Metro Fire Department
Hamburg Township Fire Department
Hamlin Township Fire Department
Holland Fire Department
Holloway Terrace
Howell Area Fire Department
Kalamazoo Township Fire
Lee Township Fire Department
Leland Township Fire Rescue
Linden Fire Department
Macomb Township Fire Department
Marysville Fire Department
Milford Fire Department
Monroe Township Fire Department
Mundy Township Fire Department
North Berrien Fire Rescue
Novi Fire Department
Olivet Fire Department
Oshtemo Township Fire Department
Pavilion Township Fire/Rescue
Plainfield Charter Township Fire Department
Port Huron Township Fire Department
Portage Fire Department
Redford Township Fire Department
Richland Township Fire
Richmond Fire Department
Rockford Fire Department
Royal Oak Fire Department
Saginaw Township Fire Department
Shelby Fire Department
Spring Lake Fire Department
Sterling Heights Fire Department
Surrey Township Fire Department
Tekonsha Fire Department
Thornapple Township Emergency Services
Troy Fire Department
Utica Fire Department
Walker Fire Department
Walkerville Area Fire & Rescue
Walled Lake Fire Department
Watervliet Fire Department
Muskegon Township Fire Department
Wixom Fire Department

MINNESOTA

Alexandria Fire Department
Carver Fire
Centennial Fire District
City of Little Canada
Clearwater Fire Department
Eagan Fire

F.I.R.E. Incorporated
Lake Johanna Fire Department
Loretto Volunteer Fire Department
Madison Fire Department
Maple Grove Fire Rescue
Minneapolis Fire Department
Moorhead Fire Department
Owatonna Fire Department
Red Wing Fire Department
Rosemount Fire Department
Saint Paul Fire Department
Spring Lake Park Fire Department
VIPS
Waseca Fire Department
Woodbury Fire

MISSISSIPPI

Barton City Volunteer Fire
Batesville Fire Department
Beckham Fire Department
Cason Volunteer Fire Department
City of Bay Saint Louis Fire Department
City of Flowood Fire Department
Clarkdale Fire & Rescue
Horn Lake Fire Department
Love Volunteer Fire Department
Madison Fire Department
Maplewood Fire Department
Meridian Fire & Rescue
North Woolmarket Fire Department
Okolona Fire Department
Pass Christian Fire Department
Perkinston Volunteer Fire Department
West Harrison Fire Department

MISSOURI

Bolivar City Fire Department
Boone County Fire Department
Caney Mountain Volunteer Fire Department
Cape Girardeau Fire Department
Cedar Hill Fire
Central Crossing Fire District
Cooper County Fire Protection District
Dearborn Area Fire Protection District
Fenton Fire Protection District
Fulton Fire Department
Gerald-Rosebud Fire Department
Hazelgreen Fire Protection District
Hazelgreen Fire Protection District
Hazelwood Fire Department
Independence Fire
Lake Ozark Fire Department
Marshfield Fire Department
Mid-County Fire District
Osage Beach Fire Protection District

BUILT FOR LIFE FIRE DEPARTMENT PROGRAM

LISTING BY STATE (CONT.)

Plattsburg Fire Protection District
Raymondville Volunteer Fire & Rescue
Rock Community Fire District
Sac Osage Fire Protection District
Savannah Rural Fire Department
Seneca Area Fire Protection District
Southern Webster County Fire
Protection District
St. Joseph Fire Department
Sullivan Fire Protection District
University City Fire Department
Wellington-Napoleon Fire Protection
District
Wentzville Fire Department
West Plains Fire Department
Whitewater Fire Department
Wright City Fire Protection District

MONTANA

Whitefish Fire Department

NEBRASKA

Ceresco Volunteer Fire Department
Hastings Fire Department
Linwood Volunteer Fire Department

NEVADA

Carson City Fire Department
Las Vegas Fire & Rescue
Mesquite Fire Rescue

NEW HAMPSHIRE

Belmont Fire Department
Farmington Fire Rescue
Gilford Fire-Rescue
Gilmanton Fire Department
Gorham Fire Department
Greenfield Volunteer Fire Department
Greenville Fire
Hampton Fire Rescue
Henniker Fire Department
Hopkinton Fire Department
Hudson Fire Prevention Division
Lebanon Fire Department
Loudon Fire Department
Manchester Fire Department
Milford Fire Department
New Ipswich Fire Department
New London Fire Department
Pease Fire & Emergency Services
Rochester Fire
Somersworth Fire Department
Wakefield Fire Rescue

NEW JERSEY

Alloway Township Fire Company
Borough of Somerville
Brick Township Fire Department
Cherry Hill Fire Department
City of Burlington
City of Vineland Fire Department
Colonial Fire Company
Delran Fire Department
East Franklin Fire Department
Fire District #8
Florham Park Volunteer Fire Department
Forked River Fire Department
Franklin Township Fire Prevention
Fredon Volunteer Fire Company
Green Village Fire Department
Hamilton Township Fire District 2
Iselin #11 Bureau of Fire Prevention
Jacobstown Volunteer Fire Company
Lanoka Harbor Fire Department Station
61
Lester Volunteer Fire Department
Lodi Fire Prevention
Mizpah Volunteer Fire Company
Monroe Township Fire Department
Morris Plains Fire Department
New Jersey Division of Fire Safety
Newfield Fire Company #1
Paramus Fire Department
Parsippany District 5
Pine Hill Fire Department
Plumsted Township Fire District #1
Rahway Fire Department
Ramtown Howell Fire Company #2
Seaside Heights Volunteer Fire Company
Stewartsville Volunteer Fire Company
Tinton Falls Fire Marshal's Office
Toms River Bureau of Fire Protection
Toms River Fire Academy
Warren Company Fire Academy
West Trenton Volunteer Fire Company
Weymouth Volunteer Fire Company
Woodcliff Lake Volunteer Fire Department
Hawthorne Fire Department

NEW MEXICO

Bernalillo County Fire Department
Cedar Hill Fire Department
Fort Wingate Fire Department
Hobbs Fire Department
Moriarty Fire Department
New Mexico Department of Health EMS
Bureau Chief
Sandoval County Fire Department
Santa Fe County Fire
Socorro Fire Department

NEW YORK

Cincinnatus Fire Department
Amityville Fire Department
Apalachin Fire Department
Arlington Fire District
Beacon Fire Department
Berne Volunteer Fire Company
Bethpage Fire Department
Brewer Fire Engine Company #1
Briarcliff Manor Fire Department
Brighton Fire Company
Canoga Volunteer Fire Department
Chappaqua Fire Department
City of Glen Cove Fire Department
City of Newburgh Fire Department
City of Niagara Falls Fire Department
City of Peekskill Fire Department
City of Watertown
Cleveland Hill Fire Department
Clyde New York Department of Fire-
Rescue
Cohoes Fire Department
Cohoes Fire Department
Colonie Fire Company
Copake Fire District
Cortland Fire Department
Coxsackie Hose Company #3
Danby Volunteer Fire Company
Deruyter Fire Department
Dryden Fire Department
East Greenbush Fire District #1
East Meadow Fire Department
Elmira Corning Regional Airport
Elmwood Park Fire District
Engine Company #1
Fairport Fire Department
Fayetteville Fire & EMS
Fire Department of Westfield
FPSONE
Gasport Chemical Hose Company
Genegantslet Fire Company Inc.
Gilbertsville Fire Department
Gowanda Volunteer Fire Department
Grand Island Fire Company
Greenport Fire Police
Hagaman Volunteer Fire Department
Halesite Volunteer Fire Department
Half Moon Fire Department
Hastings-on-Hudson Fire Department
Hillcrest Fire Company
Horseheads Fire & Rescue
Huntington Manor Fire Department/
Hook & Ladder Company
Ithaca Fire Department
Jericho Fire Department

BUILT FOR LIFE FIRE DEPARTMENT PROGRAM

LISTING BY STATE (CONT.)

Kingston Fire Department & Fire Prevention
Lackawanna Fire Department
Lagrange Fire District
Lake View Fire District
Lebanon Valley Protective Association
Lee Center Volunteer Fire Company
LeRoy Fire Department
Manhasset-Lakeville Fire Department
Massena Fire Department Inc.
Medford Volunteer Fire Department
Medina Fire Department
Melville Fire Department
Montgomery Fire Department
Montrose Fire Department
Moravia Volunteer Fire Company
Nanuet Fire Department
Nassau County Firefighters Museum & Education Center
New Hamburg Fire District
Newportville Fire Company #1
North Greece Fire District
North Hornell Volunteer Fire Company
North Syracuse Fire Department
Onondaga County Emergency Management
Peekskill Fire Department
Port Crane Fire Company
Prospect Terrace Fire Company
Ravena Fire Department
Ridge Road Fire District
Rochester Fire Department
Selden Fire Department
Selden Fire District
Shaker Road Loudonville Fire Department
South Blooming Grove Fire Department
State University of New York Cortland
Stillwater Fire Department
Suffern Fire Department
Taunton Fire Department
Town of Clifton Park
Town of North Castle
U-Crest Fire
Valley Stream Fire Department
Vestal Fire Department
Village of Ardsley Fire Department
Walden Fire Department
Wales Center Volunteer Fire Company
West Babylon Fire Department
West Henrietta Fire Department
West Seneca Fire District
Westmere Fire Department
Whitesboro Fire Department
Willowvale Volunteer Fire Company
Wynantskill Fire

Wynantskill Fire Department
Neptune Hose Company #1 of Dryden
Westchester County Department of Emergency Services

NORTH DAKOTA

Bismarck Fire Department
Concrete Fire Department
Dickinson Fire Department
Grand Forks Fire Department

NORTH CAROLINA

Albemarle Fire Department
Apex Fire Department
Apollo Fire Company
Bakers Fire & Rescue
Bay Leaf Volunteer Fire Department
Benson Fire Department
Blounts Creek Volunteer Fire Department
Boiling Spring Lakes Volunteer Fire Department
Bostic Fire Department
Calabash Fire
Catawba County Fire Marshal's Office
Charlotte Fire Department
Cherokee Fire & Rescue Prevention Office
Cherryville Fire Department
City of Durham Fire Department
City of Thomasville Fire Department
City of Wilmington
Colington Fire Department
Conetoe Volunteer Fire/EMS Department
Creedmoor Fire Department
Currituck County
East Howellsville Fire Department
Fairview Fire Department
Fayetteville Fire Department
Forsyth County Fire Department
Gastonia Fire Department
Gibsonville Fire Department
Granite Quarry Fire Department
Greensboro Fire Department
Grover Rural Volunteer Fire Department
International Association of Black Professional Fire Fighters
Kernersville Fire Department
Kinston Public Safety
Kitty Hawk Fire Department
Lebanon Volunteer Fire Department
Lewisville Fire Department
Lower Currituck Volunteer Fire Department
Mocksville Fire Department
Monroe Fire Department
Mooresville Fire Department

Morehead City Fire & EMS
Morrisville Fire Rescue
New Hanover County Fire Services
North Carolina Fallen Firefighters Foundation
North Carolina State University
Oak Island Fire & Rescue
Pactolus Volunteer Fire and Rescue
Pinehurst Fire Department
Reelsboro Volunteer Fire Department
Rowan County Emergency Services
Shallotte Fire Department
Shannon Volunteer Fire Department
Shelby Fire & Rescue
South Iredell Volunteer Fire Department
Stony Hill Fire Department
Summerfield Fire Department
Swansboro Fire Department
Town of Cary Fire Department
Town of Nashville Fire Department
Town of Weaverville
Union County Fire Marshal's Office
Wake County Fire/Rescue
Wake Forest Fire Department
Westarea Volunteer Fire Department
Western Carteret Fire and EMS
Westside Fire and Rescue
Williamston Fire/Rescue/EMS
Wilmington Fire Department
Wilson Fire/Rescue Services
Winston-Salem Fire Department
Wrightsville Beach Fire Department

OHIO

Arcanum Fire Department
Avon Fire Department
Belpre Volunteer Fire Department
B S T & G Fire District
Braceville Fire
Braceville Township Fire Department
Brookville Fire Department
Calcutta Fire Department
Chagrin Falls Fire Department
Chippewa Township Fire Department
Cincinnati Fire Investigation
Circleville Fire Department
City of Forest Park Fire Department
City of Newark Fire Department
City of Trenton Fire Department
Clearcreek Fire District
Cleveland Division of Fire
Cleveland Fire Department
Colerain Township Department of Fire & EMS
Colerain Township Fire Department

BUILT FOR LIFE FIRE DEPARTMENT PROGRAM

LISTING BY STATE (CONT.)

Colerain Township Volunteer Fire Department
Copley Fire Department
Delaware Fire Department
Delphos Fire
Ellsworth Fire Department
Erie County Firefighters Association
Fairview Park Fire Department
Genoa Township Fire Department
Grandview Heights Division of Fire
Hamilton Twp Fire Department
Highland County North Joint Fire and Ambulance Dist. 300
Hillsboro Fire Department
Jackson Fire Department
Liberty Township Fire Department
Lima Fire Department
Lyndhurst Fire Department
Macedonia Fire Department
Mantua-Shalersville Fire District
Margaretta Township Fire
Medina Township Fire Department
Miami Township Division of Fire/EMS
Miamisburg Fire Department
Middlefield Fire Department
Northern Hardin County Fire District
Northfield Village Firefighter Association
Orange Village Fire Department
Perry Joint Fire District
Perrysburg Township Fire/EMS
City of Riverside Fire Department
Sandusky Fire Department
Silvercreek Township
Springfield Township Fire Department
Streetsboro Fire Department
Swanton Fire Department
Sylvania Township Fire Department
Union Twp Fire Department
Upper Arlington Fire Division
USEC Fire SVCS
Utica Volunteer Fire Department
Vermilion Township
Wadsworth Fire Department
Washington Township Fire Department
Wauseon Fire Department
Wayne County Fire & Rescue Regional Training Facility
West Chester Fire Department
Willowick Fire Department
Wooster Division of Fire
Perry Township Fire

OKLAHOMA

Ardmore Fire Department
Cheyenne & Arapaho Tribes
City of Okmulgee

Edmond Fire Department
Enid Fire Department
Jones Fire Department
Midwest City Fire Department
Oakridge Volunteer Fire Department
Seminole Fire Department
Stillwater Fire Department
Spring Valley Volunteer Fire Department
West Bryan County Fire Rescue

OREGON

Astoria Fire and Rescue
Boardman Rural Fire Protection District
Columbia River Fire & Rescue
Corvallis Fire Department
Douglas County Fire District No.2
Grants Pass Fire Rescue
Keizer Fire District
Lane County Fire District #1
McMinnville Fire Department
Molalla Fire District
Oregon Office of State Fire Marshal
Polk County Fire District No.1
Roseburg Fire Department
Shutter Creek Fire Department
Siletz Valley Fire
Siuslaw Valley Fire and Rescue
West Side Fire Department
Wolf Creek Fire
Bend Fire Department

PENNSYLVANIA

Aquashicola Volunteer Fire Company
Beaverdale Fire Company
Belle Vernon Fire Company
Berwyn Fire Company
Brentwood Volunteer Fire Company #116
Buckingham Township
Buttorff Training Services
Cambria County Fire School
Cannonsburg VFire Department
Canton Township Fire Rescue
Cecil Township Volunteer Fire Company #3
Chambersburg Fire Department
Chartiers Twp. Volunteer Fire Company No. 1
Chinchilla Hose Company
City of Hermitage, Dept. of Fire Rescue
Clarion County Fire Association
Clearfield Company EMA
Coal Township Rescue Squad, Inc.
Cochranon Volunteer Fire Department
Coolbaugh Township Volunteer Fire Company
Cresson Fire Department

Dauntess Volunteer Fire Company
Dewey Fire Company #1
Dickson City Fire Department
Duncansville Fire Compay
East Berwick Hose Company #2
East Bethlehem Township Volunteer Fire Company #1
Enterprise Fire Company
Exeter Park Volunteer Hose Company
Exeter Township Fire Department
Folsom Fire Department
Ford City Hose Company # 1
Fort Washington Fire Company
Gauge Fire Protection District
Glenside Fire Department
Goodwill Fire Company #1 – Germansville
Goodwill Fire Company No. 1
Goshen Fire Company
Gouglersville Fire Company
Green Ridge Volunteer Fire Company 1
Greenlane Fire Company
Greenville Fire Department
Harrisburg Bureau of Fire
Hepburn Township Volunteer Fire Company
Holiday Park Volunteer Fire Department
Hose Company No. 1
Independent Hose Company#1
Jackson Twp Fire Service Task Force
Kimberton Fire Company
King of Prussia Volunteer Fire Company
Kutztown Fire Company No. 1
Lakemont Volunteer Fire Company
Lehigh Township Fire
Lingohocken Fire Company
Longwood Fire Company
Manheim Township
Middle Taylor Volunteer Fire Department
Morrell Volunteer Fire Department
Mount Penn Fire Company
Munhall Bureau of Fire
Narberth Fire Company
Needmore Fire department
Neshannock Township Fire Department
New Hanover Fire Company
Perry Point Fire Department
Peters Township Fire Department
Petrolia Volunter Fire Department
Phoenix Volunteer Fire Company
Presto Volunteer Fire Department
Radnor Fire Company
Ridgebury Volunteer Fire Company
Ridley Park Fire Department
South Brownsville Volunteer Fire Department

BUILT FOR LIFE FIRE DEPARTMENT PROGRAM

LISTING BY STATE (CONT.)

Stockdale Volunteer Fire Department
Sweet Valley Volunteer Fire Company
Tatamy Fire Company
Tipton Volunteer Fire Department
Towamencin Volunteer Fire Company
Union Fire Company
Union Fire Company #1
Union Fire Company No.1 of Leesport
Upper Leacock Fire Company
Upper Yoder Volunteer Fire Company
Warrior Run Fire Department
West Shore Bureau of Fire
West Whiteland Fire Company
West Wyoming Hose Company, No. 2
Wyndmoor Hose Company 1
Volunteer Hose Company

PUERTO RICO

Puerto Rico Port Authority

RHODE ISLAND

FM Global
Central Falls Fire Department
Coventry Fire District
Lake Mishnock Fire Department

SOUTH CAROLINA

Belmont Fire Department
Bluffton Township Fire District
City of Beaufort Fire Department
City of Greer
City of Hartsville Fire District
City of North Myrtle Beach Fire Department
Clarendon County Fire Department
Clearwater Fire Department
Coronaca Volunteer Fire Department
Donalds Volunteer Fire Department
Donaldson Center Fire Department
Duncan Chapel Fire Department
Florence Fire Department
Gaffney Fire Department
Glassy Mountain Fire Department
Horry County Fire Rescue
Highway 34 Fire and Rescue
Indian Land Fire Department
Lady's Island St. Helena Fire District
Lake Cunningham Fire Department
Lake Moultrie Fire Department
Manning Fire Department
Mauldin Fire Department
Midway Fire Rescue
Rhodestown Fire Department
SC State Fire Marshal's Office
Shamrock Hills Fire Department
Shiloh-Zion Volunteer Fire Department

Simpsonville Fire Department
Slater-Marietta Fire Department
Taylors Fire Department
Tigerville Fire Department
Tyger River Fire Department
Una Fire Department
Wade Hampton Fire Department
West Columbia Fire Department

SOUTH DAKOTA

Pennington County Fire
Rockerville Volunteer Fire Department
Sioux Falls Fire Rescue
Whispering Pines Volunteer Fire Department

TENNESSEE

Ashland City Fire Department
Battle Creek Volunteer Fire Department
Blount County Fire Protection
Bolivar Fire Department
Bristol Fire Rescue
Bulls Gap Volunteer Fire Department
Chattanooga Fire Department
City of Brentwood Fire Department
City of Columbia, Tennessee Fire Department
Claxton Community Volunteer Emergency Services
Collierville Fire Public Education
Columbia Fire Department
Dyersburg Fire Department
Franklin Fire Department
Gandy Fire And Rescue
Gatlinburg Fire Department
Greenback Fire Department
Hardin County Fire Department
Harriman City Fire Department
Henry Station, Inc.
Huntland Fire Department
Johnson City Fire Department
Kingsport Fire Department
Kittrell Volunteer Fire Department
Lawrenceburg Fire Department
Lincoln County Volunteer Fire Rescue
Marlow Fire Department
Martin Fire Department
Maury County Fire Department
McDonald Volunteer Fire Department
Milan Fire Department
Morristown Fire Department
Nashville Fire Department
Newbern Fire
Oak Grove Comm. Fire Department
Pelham Valley Volunteer Fire Department
Pigeon Forge Fire Department

Piperton Fire Department
Pleasant View Volunteer Fire Department
Rutherford Volunteer Fire Department
Town of Vonore
Turney Center Prison Fire
Two Rivers Volunteer Fire Department
Volunteer Fire Services, Inc
Wears Valley Fire Department
West End Fire Department

TEXAS

Rockport Fire Department
Allen Fire- Rescue
Atascocita Volunteer Fire Department
Balch Springs Fire Department
Bellmead Fire Department
Bells Fire & Rescue
Belton Fire Department
Brenham Fire Department
City of Jasper Fire Marshal's Office
City of Lockhart – Fire Rescue
City of Taylor Fire Department
City of West University Place Fire Department
College Station Fire Department
Comal County ESD 3
Crabbs Prairie Fire Department
Cy-Fair Fire Department
Decatur Fire Department
Double Oak Volunteer Fire Department
Dove Creek Volunteer Fire Department
Edinburg Fire Department
Edinburg Fire Marshal's Office
Fairview Fire Rescue
Forest Hill Fire – Rescue
Garland Fire Department
Geronimo Village Volunteer Fire Department
Greenville Fire Department
Harris County Fire Marshal's Office
HFBESD 100
Hutchins Fire Rescue
Jersey Village Fire Department
Jourdanton Volunteer Fire Department
Joy Volunteer Fire Department
Lake Jackson Fire
Levita Volunteer Fire Department
Longview Fire Department
LSV Fire Department
Lucas Volunteer Fire Department
Manchaca Fire/Rescue
Marble Falls Area Volunteer Fire Department
McAllen Fire Department
Medical Reserve Corps
Mont Belvieu Fire Department

BUILT FOR LIFE FIRE DEPARTMENT PROGRAM

LISTING BY STATE (CONT.)

Montgomery County ESD # 6
North Lake Travis Fire and Rescue
Nueces Company ESD2
Parker Fire Department
Round Rock Fire Department
Sam Bass Fire Department
South Hays Fire Department
Sugar Land Fire Department
Sutherland Springs Volunteer Fire
Department, Inc.
Tool Volunteer Fire Department
Travis County ESD #2
Volente Fire Department
Whitney Fire Department
Wichita Falls Fire Department
Yantis Volunteer Fire Department

UTAH

Kaysville City Fire Department
Layton City Fire Department
Midvale Fire Department
North Tooele County Fire District
Ogden City Fire Department
Smithfield Fire and Cache County EMS
South Weber Fire Department
Sunset Fire and Rescue
Tremonton Fire Department
Utah Office of the State Fire Marshal

VERMONT

Alstead Fire Rescue Ambulance
Barnet Fire & Rescue
Bennington Rural Fire Department
Hinesburg Volunteer Fire Department
Norwich Fire Department
South Burlington Fire Department
St. Johnsbury Fire Department
Vernon Volunteer Fire Department
West Fairlee Fire Department
Wilmot Fire & Rescue

VIRGINIA

City of Manassas Fire and Rescue
Department
Cople District Volunteer Fire Department
Dumfries-Triangle Rescue Squad
Fort A.P. Hill Fire & Emergency Services
Hanover Fire EMS
Harrisonburg Fire Department
James City County Fire Department
Newport News Fire Department
Roanoke County Fire and Rescue
Shenandoah Farms Volunteer Fire
Department
York County Department of Fire & Life
Safety

Stafford County Fire and Rescue
Department
White Oak Volunteer Fire Department
WTC Fire and Rescue
York County Department of Fire & Life
Safety
Chatham Volunteer Fire Department

WASHINGTON

Adams County Fire #5
Anacortes Fire Department
Bremerton Fire Department
Camas Fire Department
Chehalis Fire Department
Clark County Fire & Rescue
Clark County Fire and Rescue
East Pierce Fire & Rescue
Getchell Fire Department
Gig Harbor Fire & Medic One
King County Department of
Development and Environm
Lacey Fire District 3
Marysville Fire District
Monroe Fire District #3
Northshore Fire Department
Pend Oreille Fire Department 3
Piece County Fire District #23
Redmond Fire Department
Samish Island Fire
San Juan Island Fire Department
South Pierce Fire & Rescue
WA State Office of the State Fire
Marshal
Whitman County Fire District #5

WEST VIRGINIA

Banks District Volunteer Fire
Department
Berkeley Springs Volunteer Fire
Company
Bethany VFD
Bradley-Prosperity Volunteer Fire
Department
Granville Volunteer Fire Department
Nitro Fire Department
Nutter Fort Fire Department
Triune-Halleck Volunteer Fire
Department
VA Medical Center Fire Department
Westside Fire Department

WISCONSIN

Allenton Fire Department
Appleton Fire Department
Cambria Fire Department
Fitchburg Fire Department

GV FS
Hales Corners Fire Department
Hudson Fire Department
Iron Ridge Fire Department Inc
Jackson Fire/Rescue
Lake Nebagamon Volunteer Fire
Department
Merrill Fire Department
Monroe Fire Department
New Chester Fire Department
NSFD
Onalaska Fire Department
Oshkosh Fire Department
Pewaukee Fire Department
Randall Fire Department
Rochester Volunteer Fire Company
Somerset Fire/Rescue
Stanley Fire Department
Summit Fire District
Town of Harrison Fire Department #2
Town of Menasha Fire Department
Wales Genesee Fire Department
Wind Lake Fire Department
Wrightstown Fire Department

WYOMING

DFPES
Douglas Volunteer Fire Department
Lander Volunteer Fire Department
Laramie Fire Department
National Association of State Fire
Marshals
Park County Fire District 2
Sweetwater County Fire District #1

BUILT FOR LIFE FIRE DEPARTMENT PROGRAM BANNER DISPLAY INCENTIVE

HFSC selected and acknowledged 12 *Built for Life Fire Departments* that used HFSC materials to achieve a higher level of local fire sprinkler educational outreach as part of this program by providing them with an educational display unit for their local use. These BFLFDs could choose from two banner designs: "Protect What You Value Most" for a consumer awareness message or "Home Fire Sprinklers Prevent Flashover" for a more technical message.

The following *Built for Life Fire Departments* received a customized fire sprinkler banner display in recognition of their educational efforts:

- Florida Fire Marshals and Inspectors Association
- Utah Office of the State Fire Marshal
- San Bernardino County (California) Fire Department
- Franklin (Tennessee) Fire Department
- Southern Maine Community College
- Meridian (Mississippi) Fire & Rescue
- South Carolina State Fire Marshal's Office
- Perry (Ohio) Joint Fire District
- Oregon Office of the State Fire Marshal
- North Maine (Illinois) Fire Protection District
- Washington Office of the State Fire Marshal
- Arizona Fire Marshals Association



All 12 banners were customized with the BFLFDs logo at the bottom of the banner.



*Penni Overstreet-Murphy,
Fire Prevention Specialist of the
San Bernardino County Fire
Department, stands next to the
department's new banner.*



BUILT FOR LIFE FIRE DEPARTMENT PROGRAM MEDIA TOUR INCENTIVE

SATELLITE MEDIA TOUR (SMT)

In recognition of its progressive sprinkler education efforts, the Plymouth (Massachusetts) Fire Department was chosen to receive the media event with HFSC spokesperson Ron Hazelton. HFSC conducted a Satellite Media Tour on May 27th, featuring a fire and sprinkler burn demonstration. The event began May 26th when the demonstration was constructed. Massachusetts State Fire Marshal Steve Coan, Plymouth Fire Chief Edward Bradley and NFPA President Jim Shannon opened the event. Media, local officials and the public were invited. Ron Hazelton moderated the demonstration. The demonstration was videotaped for B-roll that was used during the Satellite Media Tour. Fifteen TV interviews were scheduled. The satellite media tour reached **more than 482,664 viewers**.

Click below to see a video of Ron Hazelton conducting a *Fire and Sprinkler Burn Demonstration*:

<http://www.homefiresprinkler.org/videos/Hazelton-Side-by-Side-Burn.html>



HOME FIRE SPRINKLER COALITION Satellite Media Tour | May 27, 2009

(As of 06/01/09)

HOME FIRE SAFETY with RON HAZELTON

AIRDATE INFO	Rank	MARKET STATION NETWORK AFFILIATE PROGRAM	AUDIENCE
6:40 LIVE on 05/27/09	49	AUSTIN KVUE-TV ABC Daybreak	25,936
7:25 LIVE on 05/27/09	04	PHILADELPHIA WFMZ-TV 69 News at Sunrise	17,317
7:35 LIVE on 05/27/09	36	GREENVILLE-ASHEVILLE-SPARTANBURG WMYA MNT My 40 This Morning	1,257
7:50 LIVE on 05/27/09	80	ROCHESTER, NY WHAM-TV CW 13 WHAM News This Morning	10,121
Aired 06/01/09 2X @ 5 & 6 AM	17	CLEVELAND WKYC-TV NBC Channel 3 News Today	28,856 (5 AM) 48,870 (6 AM)
8:20 LIVE on 05/27/09	63	LEXINGTON, KY WDKY-TV FOX Fox 56 Morning Edition	1,009
8:30 LIVE on 05/27/09	61	TULSA KOKI-TV FOX Fox 23 Daybreak	18,533
8:40 LIVE on 05/27/09	28	SAN DIEGO KUSI-TV IND KUSI Morning News	17,493
8:45 LIVE on 05/27/09 on 2 TV Stations	174	RAPID CITY, SD KNBN-TV NBC NewsCenter 1 Today + KKRA-TV MTN News	3,675 (KNBN) 500 (KKRA)
8:50 Taped; Aired 05/27/09 & 05/28/09	106	LINCOLN-KEARNEY KHGI-TV ABC Aired on state-wide NTV News that evening & Good Morning Nebraska 05/28	5/27 - 29,213 5/28 - 9,985
9:15 LIVE on 05/27/09	31	KANSAS CITY KCWE-TV CW First News on KCWE	8,025
9:20 LIVE on 05/27/09	82	HUNTSVILLE, AL-DECATUR, GA WYAM-TV Valley Happenings	1,999
9:35 Taped; Aired 06/10/09	66	FLINT-SAGINAW WNEM-TV CBS WNEM-5 Wakeup	20,730
9:50-10:00 Taped	N/A	SYNDICATED SHOW, DAYTIME (Airs in 10 Cities) Washington DC (WRTC/NBC), Charleston (WCBD/NBC), Jacksonville (WCWJ/CW), Mobile/Pensacola (WKRQ/CBS), Raleigh/Durham (WNCN/NBC), Columbus GA (WRBL/CBS), Savannah (WSAV/NBC), Wichita (KSHB/NBC), Las Vegas (KVBC/NBC), and Tampa (WFLA/NBC), where it's produced.	101,701
10:05 Taped; Aired 06/08/09	63	LEXINGTON, KY WTQV-TV ABC ABC 36 Morning & Noon Newscasts	AM - 31,682 NOON-35,296
10:15 LIVE on 05/27/09	12	PHOENIX KTVK IND Good Morning Arizona	54,151
Generic Aired on 06/15/09	44	ALBUQUERQUE KOB-TV Good Day New Mexico	16,315
		TOTAL AUDIENCE:	482,664

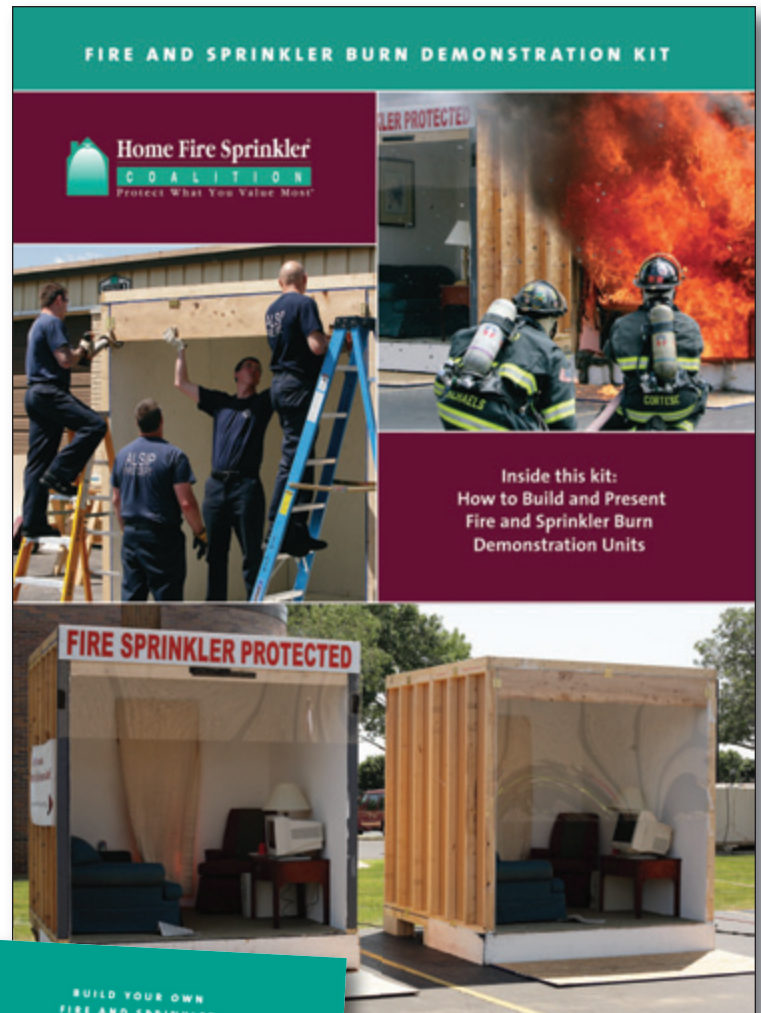
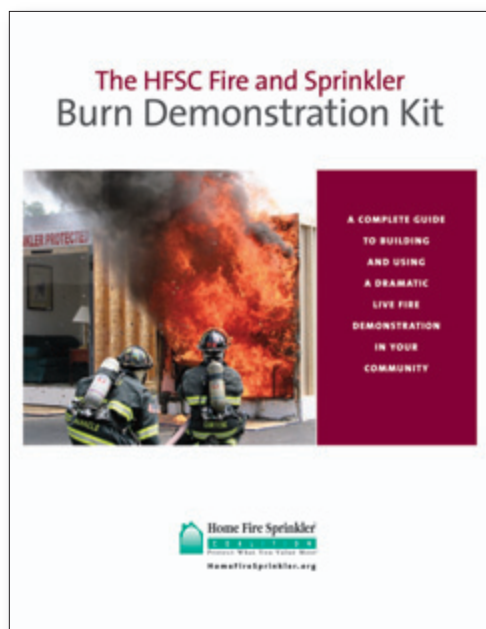
Produced by Cindy Randall | Cindy Randall Media, Inc. • Tel 1-800-480-9150 • cindy.randall@satelliteturns.com

FIRE AND SPRINKLER BURN DEMONSTRATION KIT

One of the best ways for a fire department to raise awareness about home fire safety is to host a live fire demonstration. HFSC has developed a new tool to help fire departments large and small use this effective teaching tool locally.

HFSC developed a comprehensive kit with a DVD video and CD filled with information, instructions and support materials for fire departments to build their own demonstration. The kit includes:

- A video showing how to build a fire and sprinkler burn demonstration
- Printed instructions with easy-to-follow photographs
- Itemized lists of materials and tools
- Guidance for educational outreach
- Guidance for evaluating fire demonstrations
- Materials to help aid local sponsors
- Customizable public relations materials



Click below to watch a sample of the *Fire and Sprinkler Burn Demonstration*:

<http://www.youtube.com/user/sprinklersafe#p/a/u/0/Eo-MeDTtJeE>

Click below to see the guidance materials:

<http://www.homefiresprinkler.org/FS/FSBurnDemoKit.html>

FIRE AND SPRINKLER BURN DEMONSTRATION KIT EVALUATION

THE HFSC FIRE SPRINKLER AND BURN DEMONSTRATION KIT EVALUATION

Members of the fire service who signed up for the *Built for Life Fire Department Program* were invited to preview the kit's DVD and CD Guide, then complete an online quantitative survey. Fifty-six respondents completed the study, resulting in the following analysis of the educational kit. Revisions were made to the kit prior to completion.

Respondents

Of the 56 respondents who completed the survey:

- 21 career fire departments
- 15 volunteer
- 20 combination

- 21 had a dedicated public educator
- 20 NFPA Public Education Section member
- 20 Home Safety Council Expert Network member
- 14 Participated in Fire Team USA

Guide Overall Evaluation

Respondents were asked to review the Guide on the CD and answer the following questions:

- **Motivated to start or increase home fire sprinkler education**
39% Start, 60% Increase, 3% Neither
- **Guide contains all the information needed to build demo**
96% Yes, 4% No
- **Guide contains information that will help include educational messages in demo**
100% Yes
- **Guide was easy to read/understand**
62% Yes, 0% No, 38% made comments (see notes).

Respondents were asked to rate the Guide sections using a five-point scale, where "5" = excellent and "1" = poor with the following diagnostic statements.

- **Demo Preparation:**
comprehensive: 4.63
easy-to-follow: 4.68
motivating: 4.5
- **Construction and Assembly:**
comprehensive: 4.46
easy-to-follow: 4.67
motivating: 4.54

- **Conducting the Demo:**

- comprehensive: 4.66
- easy-to-follow: 4.72
- motivating: 4.63

- **Support Information:**

- comprehensive: 4.68
- easy-to-follow: 4.66
- motivating: 4.55

- **Evaluation Guidance:**

- comprehensive: 4.57
- easy-to-follow: 4.74
- motivating: 4.46

Video DVD Overall Evaluation

Respondents were asked to review the DVD video and answer the following questions:

- **In addition to self, the DVD was watched by how many others in dept?**
66% 1 or more, 34% 5 or more
- **Interesting to watch**
100% Yes
- **Helped me/us use the Guide**
96% Yes, 4% No
- **DVD illustrated the information in the Guide**
100% Yes
- **Helped see how a burn demo unit can be constructed for our department**
99% Yes, 1% No
- **DVD underscored the importance of making educational message part of public fire sprinkler presentations**
95% Yes, 5% No

Respondents were asked to rate the DVD video using a five-point scale, where "5" = excellent and "1" = poor with the following diagnostic statements.

- **Enjoyable to watch:** 4.50
- **Easy to understand:** 4.79
- **Helpful visuals:** 4.88
- **Good companion to the Guide:** 4.68
- **Length was appropriate:** 4.62

FIRE AND SPRINKLER BURN DEMONSTRATION KIT EVALUATION (CONT.)

Overall DVD and Guide Evaluation

After reviewing the kit, will your department take any action to include this type of demonstration? Please check all that apply:

- 35 Fire Departments: **Build a fire and sprinkler burn demonstration unit**
- 32 Fire Departments: **Conduct a public fire and sprinkler burn demonstration**
- 40 Fire Departments: **Present sprinkler educational outreach as part of a public fire and sprinkler burn demonstration**
- 38 Fire Departments: **Request sponsorship, funding or other support to build/present a fire and sprinkler burn demonstration**
- 35 Fire Departments: **Seek media coverage of a public fire and sprinkler burn demonstration**
- 36 Fire Departments: **Evaluate audience response to a public fire and sprinkler burn demonstration**

Respondents were asked if they agree or disagree with the following statements:

- **I/my department will use HFSC's Fire and Sprinkler Burn Demonstration Kit again.**
97% Agree, 3% Disagree
- **HFSC's Fire and Sprinkler Burn Demonstration Kit has motivated me/my fire department to make home fire sprinkler education a focus of my/our community fire safety outreach.**
97% Agree, 3% Disagree
- **I/my department learned something important from the Fire and Sprinkler Burn Demonstration Kit.**
99% Agree, 1% Disagree
- **I would recommend the Fire and Sprinkler Burn Demonstration Kit to my fire and life safety education peers.**
95% Agree, 5% Disagree

FIRE AND SPRINKLER BURN DEMONSTRATION KIT

ADVERTISING

To promote the new *Fire and Sprinkler Burn Demonstration Kit*, a full-page ad ran in the following fire service publications:

- **NFPA Journal:** January/February issue; 92,000 circ.
- **Firehouse Magazine:** January issue; 75,794 circ.
- **FireRescue Magazine:** January and February issues; 50,383 circ.
- **Fire Engineering Magazine:** January issue; 46,500 circ.
- **National Fire & Rescue Magazine:** January/February issue; 30,000 circ.
- **Firehouse.com E-blast:** January 31, 2009; 60,000 circ.
- **Expert Network E-blast:** January; 2,000 circ.

TOTAL CIRCULATION: 407,060



“FOCUS” HOME FIRE SPRINKLER SUPPLEMENT

HFSC developed a 16-page magazine supplement with feature stories and testimonials highlighting fire departments that utilize HFSC educational material to implement successful educational programs, while also listing fire departments enrolled in the *BFLFD Program*. FOCUS was inserted in the March issue of *FireRescue Magazine* so that readers could remove it, refer to it and share it with others. It was also inserted in the *BFLFD Kit* and distributed at various fire service conventions. It included the following articles:

- Arizona fire district uses fire and sprinkler burn demonstrations
- Florida Realtor lives in home with sprinklers
- List of HFSC free materials
- States and local jurisdictions offering home fire sprinkler incentives
- Feature story about Fire and Sprinkler Burn Demonstration Kit
- Single mom's battle with local water purveyor
- Listing of all Built for Life Fire Departments

FireRescue Magazine: March issue; 50,383 circulation.



State and Local Incentives Help Homeowners and Builders

Communities across the country have recognized the economic benefits of fire sprinklers. Beyond their primary function of saving lives, fire sprinklers help communities reduce infrastructure costs. To encourage their installations, local and state governments are offering builders, developers and consumers a variety of incentives.

State of Illinois

Fire protection district trustees award monetary grants to the owners of single-family homes when they install a qualifying fire sprinkler system.

Village of Lemont, IL
The Village of Lemont now offers reduced fire district impact fees for occupancies that are protected with fire sprinkler systems. The impact fee is reduced by \$190 for single-family houses and \$100 per individual unit of multi-family buildings that have approved fire sprinkler systems.

City of Park Ridge, IL
Partially as a result of the Park Ridge residential fire sprinkler ordinance, the town's ISO rating improved from a Class 4 to a Class 3. A lower ISO rating for the City reduces fire insurance premiums for all residents.

State of California

City of San Luis Obispo, CA
The City reduced fire flow requirements from 1,000 gpm to 500 gpm for sprinklered one- and two-family dwellings.



City of Elk Grove, CA
Developers can take advantage of longer access road distances, increased hydrant spacing, reduced fire flow and reduced fire resistance ratings to save on development costs.

State of Arizona

City of Scottsdale, AZ
Scottsdale offers developers and builders increased density, reduced street width, longer cul-de-sacs, increased hydrant spacing, longer access road distances and reduced fire flows.

City of Goodyear, AZ
The City reduced permit fees for sprinklered homes.

State of Texas

City of Dallas, TX
Fire flow requirements were eased for sprinklered homes in Dallas, typically 1-10%.

State of Vermont

The state has removed the exemption in the code for certain new townhouse units and duplexes so that these units also have protection from fire sprinklers.

City of Montpelier, VT

The city provides a tax credit of 10% for fully sprinklered homes up to a maximum of \$4,500. Townhouse units are now permitted to use sprinkler systems designed for one- and two-family dwellings.

State of Kentucky

The state has a law that requires property insurers to give homes equipped with a fire sprinkler system a premium discount or credit based on the insurer's cost savings, typically 1-10%.



Free Content For Your Web Site

The Utah Department of Public Safety has an extensive Public Education section on its Web Site (public.safety.utah.gov). Residents can visit the site to learn about fire safety, juvenile firesetters, fire prevention and fire sprinklers. Populating a site of this size is made simpler and better by tapping into the free resources of the Home Fire Sprinkler Coalition. Departments can download a wealth of content including animated explanations of how fire sprinklers work and how much water they use, videos about building and living in homes equipped with sprinklers, as well as PDFs of brochures. The only restriction on use is that the content not be changed and credit be given to HFSC. To download content for your Web site, visit HomeFireSprinkler.org and go to the Fire Service section.

The Utah Department of Public Safety has an extensive Public Education section on its Web site, which uses the Home Fire Sprinkler Coalition's free resources.

Florida Realtor Refuses to Live in an Unsprinklered Home

continued from p. 3

"If someone is going to choose between identical houses and one has a fire sprinkler system, why wouldn't you choose that house?" Karl shares her own story when she's marketing a sprinklered home to prospective buyers. "I tell them about what my experience has been because that's what I know and I just want to pass that on to someone to maybe prevent something from happening to them. Buyers are very surprised to hear that the fire alarm does not wake the children. Not many people are aware of that. They just automati-

cally think that because it's so loud it will wake everyone. "Karl believes fire department educators can do more to educate parents of young children about the limitations of smoke alarms as well as the value of installing fire sprinklers. The fact that young children may sleep through the sound of the smoke alarm is a serious problem Karl says, noting that even now at nine and six, her youngest children still wouldn't be able to get out unaided. "It's very scary if more parents were aware of that then maybe more parents would install sprinklers in their homes," she says.

FIRE SERVICE TRADE SHOWS



HFSC promoted the *BFLFD Program* and new *Fire and Sprinkler Burn Demonstration Kit* at the NFPA, National Association of State Fire Marshals (NASFM) and Fire-Rescue International (FRI) conventions. HFSC had a 20 x 50-foot booth at FRI that featured a new version of the "Built for Life" game utilizing video clips from the material. Ron Hazelton hosted the game. Participants who answered correctly could spin the wheel for a chance to win a Flip video camcorder, HFSC thermos or portfolio bag. One 8 x 8-foot sprinklered fire and sprinkler burn demonstration room was displayed inside the booth for visitors to view. Segments from the new video also played within the booth. **More than 300 leads were collected.**



One sprinklered room from a fire and sprinkler burn demonstration was on display at FRI so visitors could see how the fire sprinkler system was installed and how the room was set up.

BUILT FOR LIFE FIRE DEPARTMENT KIT EVALUATION

BUILT FOR LIFE FIRE DEPARTMENT KIT EVALUATION

A survey was sent to each fire department who signed up for the *Built for Life Fire Department Program* requesting feedback about the *Built for Life Fire Department Kit*, each component, the fire departments' plan to use the material and how.

TOTAL RESPONDENTS – 228

1. Have you looked through the BFLFD Kit?

Yes – 95% No – 5%

Approximately how much time have you/others in your department spent reviewing the contents of the Kit?

More than 30 minutes – 70% 20-30 minutes – 14%
10-20 minute – 7% Less than 10 minutes – 9%

2. Would you recommend the BFLFD Kit to other fire departments that want to begin or increase a local home fire sprinkler education outreach effort?

Yes – 93% No – <1% N/A – 6%

3. Did you watch the DVD with video instruction for how to build fire and sprinkler burn demonstration units?

Yes – 80% No – 20%

The DVD clearly illustrated how a fire and sprinkler burn demonstration unit can be constructed by our fire department.

Yes – 98% No – 2%

The DVD will help us make educational messages a key part of public fire sprinkler presentations.

Yes – 97% No – 3%

4. Have you reviewed the Guide, which is located on the CD?

Yes – 90% No – 10%

I learned new information by reading the Guide.

Yes – 90% No – 10%

The Guide contains enough information that my department can readily conduct a fire and sprinkler burn demonstration with educational messages.

Yes – 95% No – 5%

5. Do you expect to use HFSC's BFLFD Kit in your department's home fire sprinkler educational outreach efforts in the coming year?

Yes – 95% No – 5%

Please check all of the following that apply:

- | | |
|-----------|---|
| 126 (55%) | a. I/we plan to present a fire and sprinkler burn demonstration |
| 131 (57%) | b. I/we plan to work with local media outlets to promote home sprinklers |
| 169 (74%) | c. I/we plan to use the materials in October during Fire Prevention Week/Fire Safety Month |
| 102 (45%) | d. I/we plan to use the guidance to gain local sponsors for our efforts |
| 17 (7%) | e. We were going to purchase a sprinkler demonstration trailer, but now we will build fire and sprinkler burn demonstration units instead |
| 57 (25%) | f. We plan to seek AFG Fire ACT Grant funding to promote home fire sprinkler education in our community |

Do you plan to use the Built for Life Fire Department decal that came with the Kit to signify your department's support of home fire sprinkler awareness?

Yes – 193 (85%) No – 30 (13%)

Please indicate how you will use the decal:

- | | |
|----------|--|
| 89 (39%) | Place the decal on the door or window of the fire station |
| 79 (35%) | Place the decal on the window of a department vehicle |
| 55 (24%) | We would use more decals if we could obtain them at low cost |

As a nonprofit organization, HFSC is not able to provide BFLFD caps for every member of every Built for Life Fire Department. However, we recognize that these caps are very popular. If HFSC were able to produce these caps and offer them to Built for Life Departments at a low cost, would you/your department be interested in purchasing them?

Yes: 12% No: 39% Possibly: 48%

HFSC has developed new, portable, 7-ft. tall pull-up banner displays that provide a colorful illustration of home fire sprinkler information. They are useful for exhibits, open houses, and other public events. If HFSC were able to offer these displays at a low cost, would you/your department be interested in purchasing one?

Yes: 38% No: 12% Possibly: 50%

More than 1,200 U.S. fire departments have joined the Built for Life Fire Department Program to date. Only departments that agree to begin or to increase a home fire sprinkler educational effort may be recognized as Built for Life Fire Departments. Please answer the following questions about this national distinction for your department:

The Built for Life Fire Department distinction is important to me/my department

Yes: 96% No: 4%

The BFLFD Program has motivated me/my department to educate about home fire sprinklers

Yes: 94% No: 6%

HFSC should continue the BFLFD Program in order to increase the number of fire departments working to raise awareness about home fire sprinklers

Yes: 99% No: 0%



Contact: Peg Paul
(815) 592-9278

Home Fire Sprinkler Coalition launches new 3D animation of home fire sprinkler system at International Builders' Show

Quincy, MA – January 19, 2009 – The non-profit Home Fire Sprinkler Coalition (HFSC) is introducing a new interactive, 3-D animated web site program at the 2009 IBS, booth C4089. The program will help members of the home building industry understand the details involved in the design and installation of home fire sprinkler systems installed according to the national standard NFPA 13D.

The program features a typical two-story home with a full basement using the same virtual reality technology as high-end movie special effects and video games. Viewers can see the system design and view the components including the pipe, riser and various sprinkler types. The 3-D animation allows viewers to see the system behind the walls and ceilings, to better understand how sprinkler systems are designed to protect the living areas of the home.

Booth visitors will also have the opportunity to play the interactive "Built for Life" game to win prizes. The game is hosted by HFSC spokesperson Ron Hazleton, host of HouseCalls, a syndicated TV program and for his years as home improvement editor of ABC's *Good Morning America*.

###

342 North LaGrange Road, Suite 300 • Frankfurt, IL 60423 • 1-888-626-7222 • www.homefiresprinkler.org

CONSUMER MEDIA REACH MILLIONS

The "New Fire Safety Web Site Your Child Should See" (Sprinkler Smarts) matte release resulted in **69 print placements and 30 online placements with a total circulation of 1,417,835.**

The "Home Fire Sprinklers: They're Not What You Think" matte release resulted in **42 newspaper placements with a circulation of 1.6 million and 372 online placements with site audiences totaling 13,357,651.**

Here's a sample of some of the consumer publications that published HFSC stories or cited HFSC as a resource:

- **WZZM 13 Western MI (ABC):** "Demonstration Shows Effectiveness of Sprinklers in Home," March 16th.
- **The News-Herald (Northern Ohio):** Article in newspaper and online with video clip and photo gallery.
- **Asbury Park Press, APP.com, New Jersey:** "Fire Officials: Household Sprinklers Can Save Lives," May 12th.
- **FOX 17 WZTV Nashville:** "Firefighters Demonstrate Sprinkler Safety," May 20th. Includes interview with Shane Ray.
- **WBZ – Boston:** "Sprinklers Save Lives, At What Cost?" May 27th, coverage from Plymouth fire and sprinkler burn demonstration.
- **WHDH-TV – Boston:** "National, State and Local Fire Officials Held a Demonstration Showing the Importance of Installing Residential Sprinklers Systems," May 28th, coverage from Plymouth fire and sprinkler burn demonstration.
- **PatriotLedger.com – Quincy, MA:** Coverage from Plymouth fire and sprinkler burn demonstration, May 28th.
- **Mirror – Royal Oak, MI:** "Sprinkler Systems Can Help Save a Home," May 29th.
- **This Old House:** (circ. 950,000) "Home Fire Sprinklers, The Ultimate Protection Against Getting Burned," December 2008.
- **The Wall Street Journal:** (circ. 6,136,506) "Mandating Fire Sprinklers for the Home," September 18, 2008.
- **Chicago Tribune:** (circ. 917,868) "In-home Sprinkler Laws Find Way Into More Towns," September 28, 2008.
- **Naperville Sun:** (circ. 15,897) "Burn Demo Offered Today," July 17, 2008.
- **Daily Herald:** (circ. 29,100) "Hot Training." Photo of Chief Figolah at the Winfield fire and sprinkler burn demonstration, July 18, 2008.
- **The Brazil Times:** (circ. 4,700) Brazil, Indiana, Insurance Matters Column. "Facts About Home Fire Sprinklers," supplied by John Howes, State Farm agent.
- **Dallas Morning News:** (circ. 340,685) "Fight Over Home Fire Sprinkler Systems Heats Up," December 6, 2008.



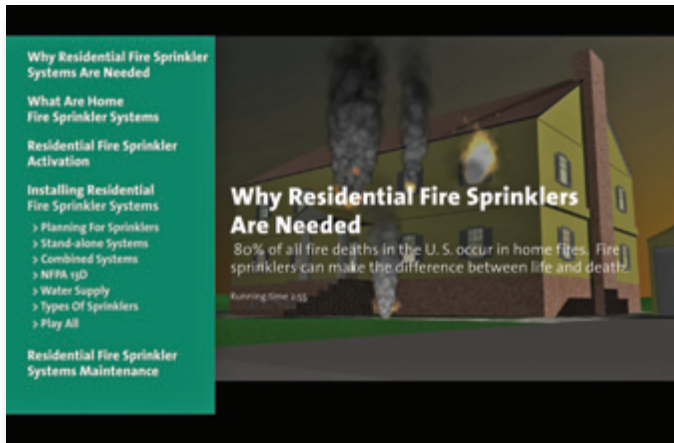
PUBLIC RELATIONS

TRADE PRESS CLIPS

Here's a sample of some of the trade publications that published HFSC stories or cited HFSC as a resource:

- **Sprinkler Age**: "Architects Can Earn Professional Credit with HFSC Online Course" April 2009.
- **FPC/Fire Protection Contractor**: (circ. 2,700)
 - "Other Association News," May 2008.
 - "Home Fire Sprinkler Coalition (HFSC) Hits the Ground Running in Second Decade," June 2008
- **National Fire & Rescue**: (circ. 26,145) In the 'Command Post Viewpoint' section, "Residential Fire Sprinklers: Are You On Board?" April 2008.
- **CASA Notes**: "Residential Report," 2008, 2nd Issue.
- **Sprinkler Age**: (circ. 3,734) May 2008:
 - "The Green Difference, HFSC Promotes Residential Fire Sprinklers and the Environment"
 - "HFSC Receives Federal Grant, HFSC Goal to Increase Fire Service Sprinkler Education Efforts by 10 Percent"
 - "Homebuilders Go Green, As Interest Grows, More Builders Seek Home Fire Sprinklers"
 - "IAFC Announces Support for Residential Sprinklers"
- **Sprinkler Age**: (circ. 3,734) June 2008:
 - "Association News"
 - "President's Report"
 - "National Television Show Features BlazeMaster, Wayne Automatic, Segment Shows Environmental Benefits of Residential Systems"
 - "Renowned Education Featured at Industry's Largest Tradeshow, Over 30 Seminars Offered at 2008 AFSA Convention & Exhibition in Nation's Capitol"
- **IAFC On Scene**: (circ. 12,000) "Sprinkler Corner," June 15, 2008 and July 1, 2008.
- **IAFC On Scene**: (circ. 12,000) "Sprinkler Corner," August 1, 2008. "With Firefighters, Fire Trucks and Flames, a Side-by-Side Demonstration is Tough To Beat," August 15, 2008.
- **Sprinkler Age**: (circ. 3,734) August 2008:
 - "Ron Hazelton, 2008 Fire Sprinkler Advocate of the Year"
 - "October is Fire Safety Month"
 - "HFSC Produces Burn Demonstration Kit for AHJs"
 - "The Tide Has Turned" HFSC listed as resource
- **FPC/Fire Protection Contractor**: (circ. 2,700) August 2008: "Live Side-By-Side Burns Boost Local Fire Prevention Week Outreach"
- **National Fire & Rescue**: (circ. 26,145) July 2008: "A Fire Tale"
- **Firehouse Magazine**: (circ. 71,265) August 2008: "Time to Stand Up and Be Accounted For"
- **Sprinkler Age**: (circ. 3,734) October 2008: "HFSC Helps Students Understand Fire Sprinklers"
- **IAFC On Scene**: (circ. 12,000) "Sprinkler Corner," August 2008. "The Time for Home Fire Sprinklers is Now! Vote YES for Residential Fire Sprinklers."
- **FPC/Fire Protection Contractor**: (circ. 2,700) "NFPA Campaigns for Home Sprinklers" and "Ron Hazelton was honored by AFSA," December 2008
- **CASA: Residential Report**, 2008, 4th issue.
- **Residential Design & Build**: "Online Course on Home Fire Sprinkler Systems," February 12, 2009.
- **Building Online**: "Architects Can Earn Credit Taking Online Course," February 18, 2009, March 5th update.
- **MichiganFireService.com**: "Is Your Department Built for Life," February 26, 2009
- **Housingzone.com**, The Product Guy, "Home Fire Sprinklers: Where Do You Stand?" March 6th blog.
- **Sprinkler Age**: "Architects Can Earn Professional Credit with HFSC Online Course," April 2009.
- **NFPA Journal**: "Case for Home Fire Sprinklers," March/April 2009.

3D VIRTUAL INTERACTIVE EDUCATION TOOL



Click on the following link to explore the HFSC Virtual Sprinklered House:

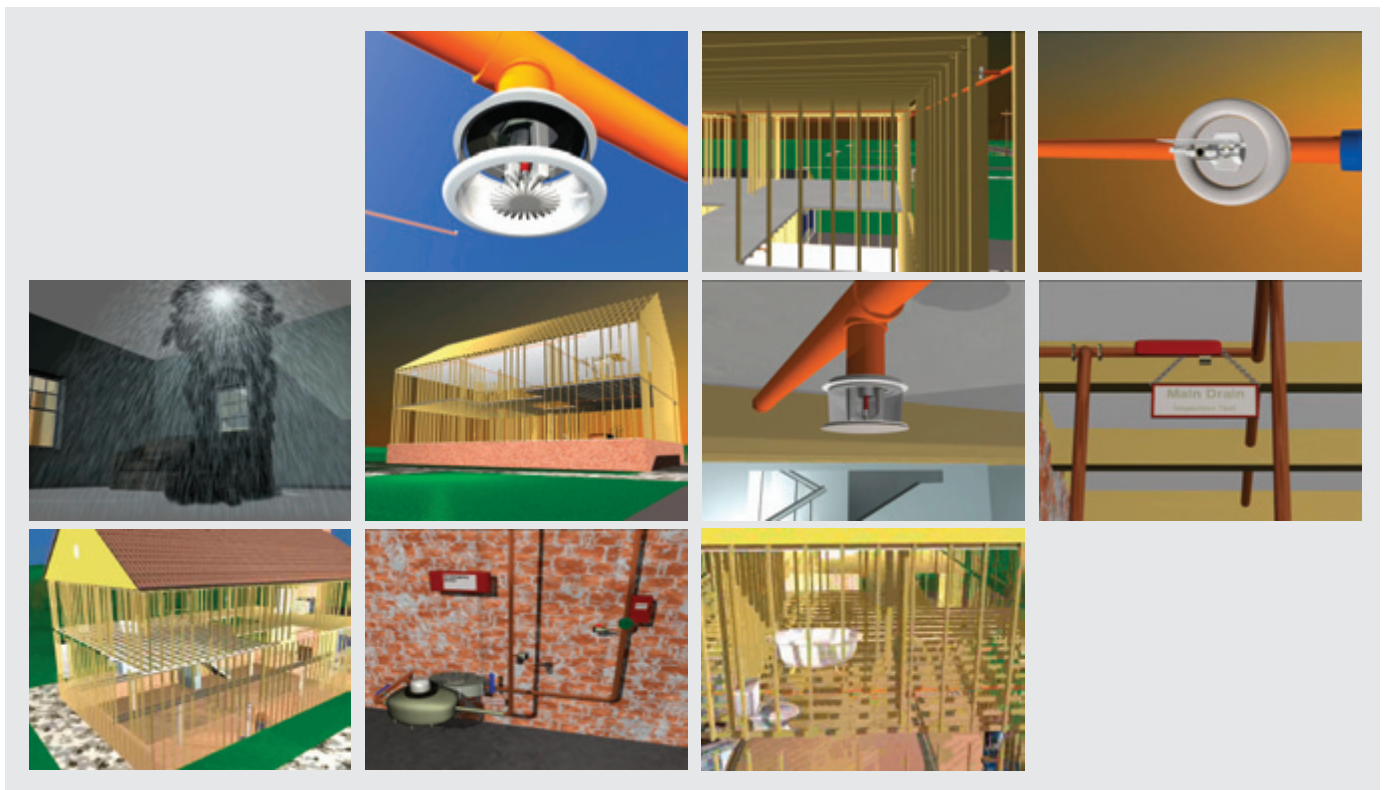
<http://www.homefiresprinkler.org/videos/Virtual-Sprinklered-House.html>

THE HFSC VIRTUAL SPRINKLERED HOUSE

HFSC developed a comprehensive animated three-dimensional interactive tool that illustrates the components of a 13D home fire sprinkler system installed in a single-family home. The tool allows the user to view the components behind the walls of the home and find out why sprinklers are needed, how they work and learn how they can save costs through trade-ups.

The program includes:

- Why Residential Sprinkler Systems Are Needed
- What Are Home Fire Sprinkler Systems
- Residential Fire Sprinkler Activation
- Installing Residential Fire Sprinkler Systems
 - Planning for Sprinklers
 - Stand-alone Systems
 - Combined Systems
 - NFPA 13D
 - Water Supply
 - Types of Sprinklers
- Residential Fire Sprinkler Systems Maintenance



3D VIRTUAL INTERACTIVE EDUCATION TOOL BUILDER EVALUATION

HFSC BUILDER 3D VIRTUAL HOUSE SURVEY

E-Blasts were sent through BuilderNews (65,000) to introduce the new virtual 3D animation and request visitors to evaluate the new program. The program is designed to help members of the homebuilding industry understand the design and installation of a home fire sprinkler system and NFPA 13D.

Total respondents – 125

1. This presentation improved my knowledge of home fire sprinklers.

40% 5 Strongly Agree
41% 4
15% 3
2% 2
2% 1 Strongly Disagree

2. This presentation helped me understand how home fire sprinklers work.

43% 5 Strongly Agree
34% 4
18% 3
4% 2
1% 1 Strongly Disagree

3. This presentation helped me understand how home fire sprinklers are installed.

40% 5 Strongly Agree
37% 4
16% 3
5% 2
2% 1 Strongly Disagree

4. I found this presentation to be interesting and worth watching.

50% 5 Strongly Agree
32% 4
14% 3
3% 2
1% 1 Strongly Disagree

5. I am more likely to recommend sprinklers after watching this presentation.

39% 5 Strongly Agree
23% 4
26% 3
6% 2
6% 1 Strongly Disagree

3D VIRTUAL INTERACTIVE EDUCATION TOOL

BUILDER EVALUATION (CONT.)

SURVEY COMMENTS

We have just had our first request for an in-home sprinkler system. Looking forward to learning more.

Ron Grizzard
Frank Batson Homes, Inc.
Nashville, TN

I am working on two projects that I will recommend the sprinkler system: one in Asheville, NC, and the other in Colorado. I don't think I will be building them but will spec the system. Thanks for the update.

Ken Pieper
Ken Pieper and Assoc. LLC
Evergreen, CO

A very informative production.

Erline Megariotis
Sun General Contracting
Richmond, VA

Good presentation. Very thorough.

Norm Kerr
Paul Davis Restoration of Lake County, IL
Lake Forest, IL

Great presentation!

Parks Wilson
Oviedo, FL

Great video!

Therese M Baer PE
Baer Engineering & Environmental
Consulting, Inc.
Austin, TX

Having been a fireman for 25 years and a builder. I have always been a proponent of sprinklers in the home. The new systems are finally getting the recognition they deserve.

Steven Inkel
Diversified Builders and Design
Bemidji, MN

I am General Manager for a modular manufacturing company. I have no doubt residential sprinklers will become standard within 3 to 5 years. The presentation, although good, is not geared to helping me with all of the issues involved in shipping residential components in a package consisting of sometimes 2 or more modules. Still very helpful.

Ramon Sanchez-Vinas
Professional Buildings Systems
Mt. Gilead, NC

I am going to forward your information to a potential customer of mine who is also a firefighter.

Todd Reiber
Affordable Home Builder, LLC
Rathdrum, ID

I have been hearing some complaints from the builder's associations regarding the need and price increases needed, but now have a better understanding of the system. I am now leaning toward recommending sprinklers to our members.

Chuck Boyd
Hanover Homes North Corp.
Wilkes-Barre, PA

I hadn't considered home sprinkler systems whatsoever, but seeing these videos helped me realize the benefits, the ease of installation, and effectiveness of such a system. It also gives me a strong item to provide to my customers and would reflect on the quality of my homes, and more importantly, convey that I am indeed interested in my customers' families and their safety. One thing that I would recommend for your videos: add subtitles for the deaf and hard of hearing, and for people watching the videos in a noisy environment or in a place where they cannot have the volume on at the moment.

Tim Chambers
Chambers Construction
Purcellville, VA

I have built two townhome buildings and have one more to construct this year. All are permitted with fire sprinklers. I have had problems with the flush head covers staying installed. I would be interested in information on decorative head covers.

Kelly J. Thomas
J Thomas Custom Homes
Denton, TX

I have had many single individual clients wanting to build a custom home as opposed to buying a tract home from a builder. Due to cost considerations, many did not want to install a NFPA 13D system unless absolutely required by fire code based on square footage. I strongly believe in fire protection and your presentation will further help me to persuade my clients to seek a Fire Protection Engineer during the initial stages of design even if a 13D system is not absolutely required by the code.

John R. Hamilton
Hamilton Civil Engineers
Las Vegas, NV

3D VIRTUAL INTERACTIVE EDUCATION TOOL

BUILDER EVALUATION (CONT.)

I would like to see the demo when the combined system is added to the Web site. I have kept up with the discussion on sprinklers for quite some time, so most of this information is not new to me. No earth-shattering, new information is presented that would change my mind about adding sprinklers. From my research the actual cost of the installed system is still too low, the cost of the water meter is not accounted for and I cannot receive added savings in the development if I add sprinklers.

Jim Zengel
Zengel Homes
Dayton, OH

It took me a little while to figure out how the video presentations worked. Try to make it more intuitive.

John Dorr
DomA Architects, Inc.
San Rafael, CA

I was already aware of sprinklers from previous commercial work. We have considered using them for homes, but have not done that yet.

Jeffery Wolf
Jeffery M Wolf General Contractor, Inc.
St. Petersburg, FL

I will share this video to help educate others to the importance of residential sprinklers.

Dane Twichell
Culver City, CA

I'm not a fan of mandates of governmental entities regarding fire sprinklers nor do I care for the installation "union" that ensures expensive installation costs. I'm a mechanical engineer and I object to installers that are imposed on me because they have some "certification or state licensing," I don't have a problem with the product if my customers want it and I can provide it at a reasonable cost. The customer should be able to determine the value, not government.

Douglas O. McCarter
McCarter-Moorhouse Co., Inc.
Boise, ID

Interesting presentation, thanks. I'm always looking for new ideas to introduce to clients.

Stephanie Moore
Andover, MA

Interesting.

Jim Kahmann
Bold Homes Inc.
Union, KY

Nice video, great for homeowners and contractors especially.

Alan Felder
Felder Group Architects, Inc.
Austin, TX

Seems like a much easier system, I just had a commercial system installed and it was much more difficult.

Andrew Clark
Clark Superior Builders Inc.
Conroe, TX

Since we are in the Sierra Nevada Mountains and freezing is an issue, I would appreciate more info on sprinkler systems that need to operate in freezing climates.

Bruce Massie
Creative Kitchens & Baths
Tahoma, CA

The presentation is educational and promotes awareness of home fire prevention for homeowners that are reluctant to install fire protection in their homes.

Roger M. Nite
Building Solutions Group
Los Angeles, CA

The presentation is helpful and will be useful to show my clients.

Edrick vanBeuzekom
EvB Design
Somerville, MA

The video was fine. Where I checked less than 5, it was because I already knew it.

Ken Schumacher
Schumacher Construction Co. Inc.
Great Barrington, MA

Things I didn't know!

Richard J. Coleman
Fredericksburg, VA

This should be promoted on television. The potential to save lives is tremendous.

Brian Parker
Tabernacle, NJ

3D VIRTUAL INTERACTIVE EDUCATION TOOL

BUILDER EVALUATION (CONT.)

Very informative presentation.

Roger Cerasoli
Keystone Design Associates, Inc.
Sharpsburg, GA

I like the product. I am just concerned how this system, in an already tough market, will have a positive outlook, when it will be adding cost to jobs that are already over budget based on consumers' opinions.

Would like materials pertaining to this.

Jim Gruver
James Gruver Construction, Inc.
Hutchinson, KS

Very informative presentation. All aspects covered.

Dennis Anderson
Andercos
Canon City, CO

Tom Jaworski
Forest Ridge Construction Inc.
Brighton, MI

You just added significant cost to building a new home in an industry that cannot afford to add options to house that the customers see no value in. We use 80% wells in our market making the system even more cost prohibitive. You also hide the statistics of the number of people who die in homes built code since 1980. Thanks for the help.

Jeff Doyle
Brighton, MI

Very Interesting. The video was a little fuzzy, but very informative.

Bryan K. McCoy
Turnstone Development
Gilbert, AZ

We already offer sprinkler systems as an option and most of our homes have them. Keep up the good work, but know your estimates are off as far as what they actually cost, and this is a disservice to the builders who try to promote their use. If you want to sell them, the people who are in charge of insuring that they get installed should be able to earn income on doing a proper job.

Robert Shaffer
Minneapolis, MN

Very interesting ... thanks for sharing.

Justin Bailey
CONSERVE Electrical Supply Corp.
Long Island City, NY

We have been installing sprinklers for years, some because of local code, others to address local fire companies. This was a good presentation for someone with little or no knowledge of sprinklers. I have on the other hand lived through the Omega head recall and also with a subsequent issue with Sinju heads and antifreeze, all in all not so great experiences. We have built over 500 homes with sprinklers.

Very well done. I will keep this link to pass on to clients.

Robert Shaffer
Minneapolis, MN

Paul J. Finley
Nolen Co
King of Prussia, PA

I did not know that fire systems could be made of PVC, or how easy it might be to install them.

G. Curtis
Wildcat Company, Inc.
Pinole, CA

We just installed our first sprinkler system in a full-gut renovation in Cambridge, MA. We are strictly a remodeling company, so our sprinkler opportunities are few.

Greg Antonioli
Out of the Woods Construction
Arlington, MA

3D VIRTUAL INTERACTIVE EDUCATION TOOL

FIRE SERVICE EVALUATION

FIRE SERVICE 3D VIRTUAL HOUSE SURVEY

E-Blasts were sent through FireHouse.com (60,000) to introduce the new virtual 3D animation and request visitors to evaluate the new program. The program is designed to help members of the home building industry understand the design and installation of a home fire sprinkler system and NFPA 13D. Members of the fire service are encouraged to use the program as a teaching tool. The animation includes all components of the sprinkler system installed in a single-family home.

Total respondents – 752

1. I will use this presentation to improve people's knowledge of home fire sprinklers.

57% 5 Strongly Agree
33% 4
9% 3
1% 2
>1% 1 Strongly Disagree

2. I will use this presentation to help people understand how home fire sprinklers work.

62% 5 Strongly Agree
31% 4
5% 3
>1% 2
>1% 1 Strongly Disagree

3. I will use this presentation to help builders understand how home fire sprinklers are installed.

44% 5 Strongly Agree
33% 4
18% 3
4% 2
1% 1 Strongly Disagree

4. I found this presentation to be interesting and worth watching.

70% 5 Strongly Agree
25% 4
4% 3
1% 2
0% 1 Strongly Disagree

5. I will recommend that builders watch this presentation.

67% 5 Strongly Agree
25% 4
7% 3
1% 2
>1% 1 Strongly Disagree

3D VIRTUAL INTERACTIVE EDUCATION TOOL

FIRE SERVICE EVALUATION (CONT.)

SURVEY COMMENTS

I have never really understood the concept of sprinklers in the residential structure, but after taking the tour it was an eye-opener that makes me a believer. Being a firefighter and a contractor, it provides security and safety to the homeowners and makes the firefighters' job a lot safer.

Kyle Rowe
Pleasant Township Fire & Rescue/ K & R
General Services
North Manchester, IN

A well-presented video. Although, as a volunteer fire department, we don't get the opportunity to do fire prevention as much as we should. I will use the video as often as I can. Thanks.

Rick Sauer
Liberty Fire Dept.
Liberty, NY

Good presentation, very easy to understand. It would be a good tool to use.

David J. Holovack
Peters Township Fire Department
Canonsburg, PA

Anything that can be done to "educate" the construction industry is definitely in our favor. Maybe this presentation will encourage them to take a step back and join us rather than fight us. Sprinklers save lives for minimal dollars. The construction industry is more interested in profit and aesthetics than lives.

Michael Bradford
Upton Fire
Upton, MA

As Planning Coordinator in a town with a sprinkler ordinance I find it useful anytime a new presentation or information regarding sprinkler systems becomes available. I will forward this to the Planning Board members for them to view also. I only viewed the Local Officials part of the videos.

Nic Strong
New Boston, NH

As the manufacturer of a demonstration sprinkler trailer and a parent of three boys under the age of five, I am passionate about sprinkler protection. Our new home addition will include a home sprinkler system, along with a retrofit of the existing house. Please forward my comments to a marketing individual so I may help promote this to my fire department customers. Thanks.

Anne Degre
Mobile Concepts by Scotty
Mt. Pleasant, PA

Excellent source of information for homeowners. However, NFPA 13 needs to be referenced for the actual builders for specifications.

Natalie T. Morrow
Mammoth Lakes Fire Dept.
Mammoth Lakes, CA

Excellent tool to assist in the promotion and need for residential sprinklers. I am 100% sold on the need and value of sprinklers in not only residential settings but in all buildings.

Randy Williams
City of King Fire Department
King, NC

Good presentation. I will try to post it on our Web site.

Stephen Leinhoff
Norwich Fire Department
Norwich, VT

Great information for the homeowner. I am strongly considering getting into the home sprinkler system installation business and your information is a great tool to explain the basics. Keep up the great work!

Stephane Lagrandeur
GSFD
Hanmer, ON

Great presentation. I will use it every chance I get. It will answer a lot of questions that the public has and show the importance of sprinklers.

Michael T. Martin
Orion Township Fire Department
Lake Orion, MI

Good programs. I will use them during Fire Prevention Week.

Richard Meadows
Kenney FPD
Kenney, IL

Great solution to the "Hollywood" display of sprinklers. The public needs to be educated – they are easily led to believe whatever they see on TV and in the movies; i.e. "all of the sprinklers in a building activating during a fire; cars blowing up after being involved in a simple MVA. I'm glad someone moved forward and did this presentation.

Vance Duncan III
City of Erie, Bureau of Fire
Erie, PA

3D VIRTUAL INTERACTIVE EDUCATION TOOL

FIRE SERVICE EVALUATION (CONT.)

Having worked in one of the first towns to require residential sprinklers, I always knew there was a need for a tool to show all sides, what exactly are residential sprinklers and how they work, all of which wasn't too technical.

Sobert Stiloski
Avon, NJ FD
Avon-by-the-Sea, NJ

Hi. I am a Fire Marshal/Fire Safety Officer with the responsibility for our home sprinkler strategy. Your site is often recommended to members of the public as we develop ours.

Russell Postlewaight
New Zealand Fire Service
Wellington, NZ

I am also on the Planning Commission in town and have long advocated sprinkler systems. This presentation will help a lot.

Robert Pierson
Old Lyme, CT

I am with the County Fire Marshal's Office. We have very few areas in the unincorporated county that have domestic water supply other than wells. However, we do believe in the residential sprinkler concept, but by current Texas law we cannot force builders to install them.

Bob
Dallas County Fire Marshal's Office
Balch Springs, TX

Home sprinklers should be federal law!!!

Dennis Gifford
Lumberton Fire & EMS
Lumberton, TX

I can see where the sprinklers help in an urban home. What can be done for a rural home that often loses power and hence water pressure when a fire occurs? Also, can you explain if there are any plans or procedures to retrofit an older existing home? These are two things I didn't see in your presentation. Although, I do live in a rural area and only have access to dial-up internet, so I hope you can appreciate the time commitment here.

Steven G Berrier
Unemployed volunteer firefighter
Roanoke, IN

I do not think having to show builders how sprinklers are installed is nearly as important as teaching homebuyers why they need to be installed. If homeowners are willing to pay for it, builders will figure it out.

Richard D. Gundert
Manassas, VA

I only wish builders (and insurance companies) would really sit down and take a serious look at this. With the allowance of PEX and other flexible plumbing for this application, the cost increase would be negligible. Such a tragedy.

Aron Howlett
Lindstrom, MN

I love the concept of home fire sprinklers and wish I had known more about them when I built my house 12 years ago. I think they will make my job as a fire officer easier in the future as their use becomes integrated into new homes. Thank you for all your efforts in this arena.

Carl Hein
Ann Arbor Fire Department
Pinckney, MI

I think they are a great idea, especially with all of the lightweight construction practices in homebuilding. There are a lot of misconceptions in the world about sprinklers. The video quality could use some improvement. It had great content though. I cannot wait for my thermos! I will use it at the firehouse.

Brian Shields
Johnson County Fire District #1
Olathe, KS

I will post a link to this on my Facebook page and "Cause" that I created to promote sprinklers. Thanks!

Patrick Bradshaw
Richland County Fire Marshal's Office
West Columbia, SC

I wish that this product was around years ago as it should be a standard requirement in all new-home construction. Just think of how many lives can be saved.

Robert Bierman
Papillion Fire Department
Papillion, NE

I believe this presentation is more geared for the homeowner than builders. Local building codes, cost, and politics drive the need for sprinkled homes. Although I fully agree that homes should be sprinkled, I believe that builders have to have an incentive, certain clientele or be made to provide this service in their homes.

Robert Carmichael
Winchester, KY

3D VIRTUAL INTERACTIVE EDUCATION TOOL

FIRE SERVICE EVALUATION (CONT.)

I would like to use this for our department training. If you have any training props to donate, please let me know. Thank you.

Dal Leck
WRFD
Hayden, CO

I am considering using the countdown video for our Fire and Life Safety Open house. This is an issue currently as they are trying to remove the Sprinkler requirements within our State Code R2 & R3 buildings. We will learn what the Commission decides on August 4, 2009. As a Public Educator, I know this is an uphill fight in the State of Indiana, however, I am willing to work on it.

Elizabeth Gulley
Sugar Creek Twp. Fire Department
New Palestine, IN

Is the program available as a continuous play CD? I would like to get it onto our local cable TV channel as I have done with your other CDs.

Albert Mignone, Fire Inspector
Scarsdale Fire Department
Scarsdale

It's too bad we're not further along with residential sprinklers in this country in new construction – yes, it adds cost to the home but the savings in damages due to fire/smoke/water versus firefighting operations far outweighs the initial outlay. At least in my humble opinion.

Michael M. Tallman
Spencer, MA

Most people I have talked to about residential sprinkler system are more interested in a combination system to eliminate the need for a back-flow device. Some info on that kind of system would be nice. And the meter size if no back-flow device was needed would also be helpful.

Tim Carpenter
Netarts-Oceanside Fire District
Netarts, OR

Our group has endorsed the use of sprinkler systems in all new-home construction. This presentation will be shared with many local elected officials in our county.

Robert Callen
Lawrence County Regional COG
McMurray, PA

Thank you for creating these presentations. I have shown my children this information as well. We are a fire family and this was very well presented. I did not receive the email until today from Firehouse.com. I hope my survey responses count anyway.

Deborah Broyles
Cedar Hill, MO

Thanks. As an instructor in fire technology I can use videos like these to educate the students on the importance of sprinklers, and in turn they will sell the ideas to the public. Great stuff.

Marty Walsh
San Diego Miramar College
Lakeside, CA

The presentation is very good. It will greatly improve the public's perception of sprinklers. Many people think sprinklers activate just like the movies. This explains and shows that it will most likely be only one sprinklerhead that activates. Hats off to everyone that worked on this!

Joe Popolo
Berkeley Heights, NJ

The Web site is informative and easy to follow. All of the resource materials are up to date and easy to follow. This may help get past the hurdles presented by builders, who in my experience have formulated an opinion simply based on their perception of cost factors and not on fire safety or the actual savings to a homeowner who has a fire.

Herbert Slack
Bristol Fire Company
Bristol, PA

This is a great idea. Our state is considering legislation requiring home sprinkler systems in the next few years, so I think this information will be very useful for me.

Amy Schultz
Zephyrhills, FL

This is the best presentation on residential sprinklers that I have seen. Thanks very much!

Eugene Sechler
Employers Mutual Casualty
Akron, OH

Will you please send me a DVD copy of the presentation? Thanks.

Capt. David Fornell
Casstown Fire Dept.
Casstown, OH

3D VIRTUAL INTERACTIVE EDUCATION TOOL

FIRE SERVICE EVALUATION (CONT.)

This presentation needs to be shown on the Discovery Channel, mentioned on all the housewives/moms TV programs (Oprah) to better educate them on the importance of home sprinklers so that they can push the Home Builder Association to install these. This group takes safety first over cost when making decisions on purchases that affect their family and their intelligence is underestimated by the Home Builder Association. This program will demonstrate to them how they have been misguided by the Home Builder Association.

Richard Edgeworth
Chicago Fire Dept.
Chicago, IL

This resource is extremely helpful. Being web based its availability can be readily disseminated and the material can be accessed easily. The key is to get the fire service to distribute the link through all available online avenues such as Web sites, e-mail list servers, friends and other organizations – not just fire service contacts, all personal contacts.

Robert J Davidson
Tinton Falls, NJ

This video series was fantastic. I hope to show it to my Fire Academy Instructors to use as a teaching tool.

Justin Kabis
Montgomery Twp. Vol. Fire Dept. #2
Skillman, NJ

I would like to get more info for the fire department to use in our community.

Phillip Draper
SOVFD
Streetman, TX

We live in a mobile home right now purchased from someone who had a sprinkler system put in due to a fire that destroyed their last home. We will be building soon and will be looking into adding a sprinkler system to our home.

Deborah Hice
JVFC
Carmichaels, PA

Very informative presentation on home sprinklers. The cost comparison between a non-sprinklered home and a sprinklered home was well done. This presentation should be given to every new homebuyer that is thinking of new home construction, along with the insurance benefits.

Michael Staton
Ingleside Fire Dept.
Ingleside, TX

Very informative. I wish it also covered retrofitting existing homes. I am concerned that the price mentioned for installation may be just a little low, once you consider each region and figure in design fees, but overall a great opening presentation. I feel builders will say that it is just more propaganda from "those sprinkler folks." Will the disc be available from this presentation?

Phil Elliott
Camden Fire Department
Camden, SC

Very informative and easy to follow! This flows very smoothly and keeps your attention! It is formatted so someone with little knowledge and understanding will grasp the concept with ease, but not boring the skilled person at the same time!

Daniel Finn
Ridgefield, CT

Very valuable information. I believe it will help in educating the public of the value of a sprinkler system in their residence.

Clarence Mills
Mills Electric LLC
Commerce Township, MI

Very interesting. I am on the board of our local fire safety council in a Wildland Urban Interface zone and we are always looking for ways to make living in this type of area safer for our residents and businesses. Also, more than a few of us have horse barns and other ancillary structures on our properties. If you could please send me some printed/CD's info with the thermos, I would really appreciate it. P.S. I responded to your survey as soon as it hit my inbox. Thank you for all of your efforts.

Teri Faulkner
Magalia, CA

We just passed a residential fire sprinkler grant program to encourage installation and use of 13D systems. The Illinois General Assembly passed PA 095-800, giving fire protection districts specific authority to establish a grant program for 13D systems.

Tom Harnsberger
Carroll Fire Protection District
Urbana, IL

Where has this presentation been for the last 5-10 years? Is this presentation available as a DVD/CD?

Marvin Hawk
Penrhyn Engine and Hose Company
Middle Granville, NY

HOME BUILDER TRADE SHOWS

**2009 INTERNATIONAL BUILDERS' SHOW**

The new 3D animation interactive educational tool was introduced at the 2009 International Builders' Show, which was attended by more than 65,000 members of the homebuilding industry.

HFSC had a 1,500-square-foot booth in the main hall of the Las Vegas Convention Center. HFSC spokesperson Ron Hazelton hosted the interactive "Built for Life" game. If the builder answered the question correctly, they would play a slot machine to win a prize. Grand Prize: a 46" flatscreen TV. Second Prize: Kodak camera. Third Prize: canvas tool bags. Fourth Prize: HFSC baseball cap. Builders waited an average of 25 minutes in line to play the interactive game. While waiting, they watched the game and learned facts about home fire sprinklers.

**NAHB 50+ BUILDING FOR BOOMERS AND BEYOND**

To reach builders who specialize in housing for older active adults, HFSC sponsors the NAHB 50+ Housing Council Symposium. As a sponsor, HFSC received one-page ads in **50+ Housing Magazine (circ: 20,000)** and HFSC was recognized as a sponsor throughout the symposium, received free booth space and set up a 10 x 10-foot booth.

HOME BUILDER TRADE ADVERTISING

Two new ads were developed to promote the new interactive educational tool.

These single-page, 4-color ads appeared in the following national builder trade publications:

Builder: January 2009 issue; circulation 139,435.

Professional Builder: January 2009 issue; circulation 120,613.

Fine Homebuilding: December/January 2009 issue; circulation 316,011.

50+ Housing Magazine: August and December 2008 issues; circulation 20,000 each.

Residential Design & Build E-blast: September 5, 2008; circulation 23,000.

TOTAL CIRCULATION: 639,059



It pays to keep your customers happy and safe.

64% OF U.S. HOMEOWNERS SAY HAVING A FIRE SPRINKLER SYSTEM INCREASES A HOME'S VALUE

Homebuilders who offer fire sprinklers are seen by the majority of homeowners as being "safety conscious," "innovative" and "caring."

If you're marketing homes with fire sprinkler systems, you've got a great selling edge! No unsprinklered home can offer prospective buyers the peace of mind that a fire sprinkler system will provide.

HFSC CAN HELP YOU MARKET HOMES PROTECTED BY FIRE SPRINKLER SYSTEMS

Learn more at HomeFireSprinkler.org. We offer a variety of free materials online and in hard copy that will help you educate prospective buyers.

LEARN MORE AND WIN BIG PRIZES AT THE INTERNATIONAL BUILDERS' SHOW

Answer a simple question about home fire sprinklers and you could win big prizes on the BUILT FOR LIFE Game hosted by Ron Hazelton.

Visit the Home Fire Sprinkler Coalition Booth # C408 at the INTERNATIONAL BUILDERS' SHOW

SPONSORS: Accubuilder, CLOBE, Reliable, tyco, Viking

© 2008, Home Fire Sprinkler Coalition



RESIDENTIAL FIRE SPRINKLERS

See them in a whole new way

VIRTUALLY EVERYTHING YOU NEED TO KNOW ABOUT FIRE SPRINKLERS

The new HFSC Virtual Sprinklered House lets you see the behind-the-wall details of residential fire sprinklers. You'll see how they work, how they are installed and why your customers need them. You will also find out how you can build higher-value homes while reducing your construction costs through the use of municipal trade-ups.

SEE IT AT THE INTERNATIONAL BUILDERS' SHOW

Be the first to see the new HFSC Virtual Sprinklered House and talk with industry experts who can answer your questions about fire sprinklers in your business. Learn more at HomeFireSprinkler.org. We offer a variety of free materials online and in hard copy that will help you build better, for less.

LEARN MORE AND WIN BIG! AT THE INTERNATIONAL BUILDERS' SHOW

Play the BUILT FOR LIFE Game, Vegas Edition, hosted by Ron Hazelton. Answer a simple question about home fire sprinklers and you could win a valuable prize.

SPONSORS: Accubuilder, CLOBE, Reliable, tyco, Viking

Visit the Home Fire Sprinkler Coalition Booth # C408 at the INTERNATIONAL BUILDERS' SHOW

© 2008, Home Fire Sprinkler Coalition

REAL ESTATE AGENT EDUCATION

HOME FIRE SPRINKLERS

Move That Property Faster

If you're marketing a home with a fire sprinkler system, you've got a great selling feature. The nonprofit Home Fire Sprinkler Coalition (HFSC) wants to help you make the most of it, so you can move your property faster.

A home with an automatic fire sprinkler system has a distinct advantage over others. Each sprinkler is individually activated by heat, controlling the fire and often putting it out while the fire department arrives on the scene. No unsprinklered home can offer your buyers the peace of mind that a fire sprinkler system will. In fact, nearly two-thirds of U.S. homeowners say having a fire sprinkler system increases a home's value.*

Let HFSC Help You Market Homes Protected by Fire Sprinkler Systems

Visit www.HomeFireSprinkler.org for a variety of free materials online and in hand copy that will help you educate prospective buyers. Or call toll-free: 1-888-635-7222.

*National Harris Interactive Poll © 2006, Home Fire Sprinkler Coalition





Home Fire Sprinkler Coalition
Protect What You Value Most
www.HomeFireSprinkler.org

HFSC promoted the "How to Sell a Home with Fire Sprinklers" educational brochure and had a booth at the National Association of Realtors Annual Meeting, attended by 25,000 real estate professionals. Ads promoting HFSC resources and the benefits of fire sprinklers ran in trade publications. More than 4,000 educational brochures were requested by these target audiences.

Single-page ads were placed in the following magazines:

Realtor Magazine: October issue; 1,120,871 circulation

Realtor Show Daily: distribution at NAR show; 25,000 circulation each day (4-day show)

Realtor e-newsletter: October and November e-blast to 500 top brokers

TOTAL CIRCULATION: 1,221,871

Over 5,600 HFSC Real Estate Brochures were distributed throughout the duration of the grant.

MARKETING HOMES PROTECTED BY FIRE SPRINKLER SYSTEMS

A GUIDE FOR REAL ESTATE PROFESSIONALS



Home Fire Sprinkler Coalition
Protect What You Value Most
www.HomeFireSprinkler.org

This full page, 4-color ad appeared in the National Agent's Sales Journal magazine and online publications.

National Agent's Sales Journal: October and November 2008 issues; circulation 50,000 each.

National Agent's Sales Journal E-blast:
March 27, 2009; circulation 400,000.

TOTAL CIRCULATION: 500,000



Home fire sprinkler systems... what you need to know *now*.



Automatic home fire sprinklers are now required in new home construction by hundreds of municipalities. Thousands of additional communities will require sprinklers as NFPA 5000 and the 2006 IRC standards are adopted.

What you need to know, now:

- Each sprinkler is individually activated by heat; only the sprinkler closest to the fire will activate.
- A sprinkler flows 10-26 gallons of water per minute, compared to a fire hose that pumps at least 125 gallons of water per minute.
- Water damage from an activated sprinkler is far less than the damage from fire, smoke and fire department hoses.
- Fire sprinklers provide valuable time that allows occupants to escape in the event of a fire.

Most importantly, fire sprinklers save lives, prevent injuries and protect property.

Homeowners expect an incentive when they live in a home with fire sprinkler protection and they'll choose an insurance company that rewards them for that smart choice. Be ready with the facts when you write a policy on a sprinklered home.

The nonprofit Home Fire Sprinkler Coalition (HFS) wants to help you learn the facts about residential fire sprinkler systems. Visit HomeFireSprinkler.org for additional information.

Home Fire Sprinkler Coalition
Protect What You Value Most
www.HomeFireSprinkler.org

© 2008, Home Fire Sprinkler Coalition

WEB COMMENTS

EXAMPLES OF FEEDBACK ON WWW.HOMEFIRESPRINKLER.ORG

HFSC receives hundreds of comments via its Web site. Here is a sample of some of the comments:

.....

I would like permission to use the videos from HFSC to place onto our education kiosks so that visitors can play them on demand. We may use them as a "background" video during tours to allow our guests to view them casually as they view the sprinkler exhibit in our museum.

James T. Edwards
Oklahoma State Firefighters Museum
Oklahoma City, Oklahoma

.....

We are planning a residential forum for our residents and we would welcome any brochures or pamphlets that you may have to hand out. Several hundred are expected to attend.

Brad Holmes
City of Creve Coeur
Creve Coeur, Missouri

.....

I viewed a video from HFSC and wanted to know if we can use it as a PSA on our local access channel here in Oak Park.

FF Ling
Oak Park Fire Department
Oak Park, Illinois

.....

I am interested in this program to further my department's knowledge, as well as the community's knowledge. I am currently in charge of our yearly open house and would love to do a demonstration for them. Our open house draws in approximately 200 to 350 personnel from the community. If possible, can we get handouts for that many people?

Steven Hailey
Accokeek Volunteer Fire Department
Accokeek, Maryland

It's great to see a company providing free training material for departments, since we have a limited budget as a volunteer department.

Michael R. Graves
La Center Fire Department
La Center, Kentucky

.....

I watched your YouTube videos and this is an excellent demonstration. We are looking to have our first open house this year and I think this would be a great demonstration.

Randy Metzger
Goodwill Fire Company #1 – Germansville
New Tripoli, Pennsylvania

.....

I am currently providing educational materials for the community, homeowners and development groups. I would like a Fire and Sprinkler Burn Demonstration Kit so I can incorporate it into my current campaign.

Maria Herriage
Goodyear Fire Department
Goodyear, Arizona

.....

I gave out the literature/packets that I had. I know a homeowner who is a victim of a substantial fire, and I would to inform him via a packet.

Brendan J. O'Sullivan
Durham Fire Department
Durham, New Hampshire

.....

Washoe County would like permission, if possible, to broadcast your "Now That You're Living with Sprinklers" video on our cable government channel. We have received your materials in the mail and believe it may be a useful tool for preparing the public for upcoming code changes. The County has four fire districts that are also in support of broadcasting this material. Thank you.

Don Jeppson
Washoe County Building & Safety
Reno, Nevada

.....

We are a very proactive fire department when it comes to preventing fires and minimizing property losses, and we feel this could be a great tool in that area. We also promote the use of residential sprinklers and have several private residences with them installed.

Gene Porter
City of Madison Fire Department
Madison, Georgia

.....

I am trying to get as much information as possible to gear up for educating the public and builders on home fire sprinklers. Can your material be used for public viewing on our town's local television channel?

Bobby Carmon
Oak Island Fire & Rescue
Oak Island, North Carolina

.....

I would like to receive a few packets. I'm giving them out to some citizens who are about to build homes. Thank you.

Rebecca Jalbert
Dover Fire & Rescue
Dover, New Hampshire

WEB COMMENTS (CONT.)

I have been trying to educate our local home builders and politicians. Please let me know if you have anything that can help me get this important information across. I would be thankful for any help.

Deputy Chief Mark Dronet
Biloxi Fire Department
Biloxi, Mississippi

We are launching a local campaign that targets builders, promoting the idea of installing residential fire sprinklers in newly built homes.

Donald L. Findeiss, Jr.
Findeiss Fire Protection
Zanesville, Ohio

Please send us the information regarding the live fire demonstration for our community. We would like to have this set up for our citizens to show the importance of fire sprinklers.

Scot Sabins
Union Fire Department
Union, Maine

We can add this information to our education trailer that is present at community events. Thanks.

Ray Eaton
Miamisburg Fire Department
Miamisburg, Ohio

We would like to incorporate this program into our existing classes and programs. Please send me information.

Monique Jordan
Fulton County Fire Department
Atlanta, Georgia

We are very interested in the kit in order that we can further educate ourselves and the community about fire sprinklers.

Brian Sipe
Spring Lake Fire Department
Spring Lake, Michigan

I really think that we could put these kits to good use.

Wayne E. Frye
Apalachin Fire Department
Vestal, New York

We have been handing out your Built for Life and Living With Sprinklers kits for the past two years at home shows and would like to do it again at this year's show. Please send us the same number that we ordered last year.

Melissa Noel
Noel's Fire Protection
Hagerstown, Maryland

This would be a great tool for our department and city.

Gerald C Vein
Grand Forks, North Dakota

Our fire department has had an uphill battle because of opposition by other city officials outside of the fire department. This is a great way to help turn the tide.

Kurt Velman
Ammon Fire Department
Ammon, Idaho

I have spoken with many members of the department. We are all looking forward to the opportunity to use this as an education tool for members of the community to help reduce the potential for loss of life and property due to fire.

Robert Vance
Mediapolis Fire Department
Mediapolis, Iowa

Very excited about this. We have been kicking around the idea of making a local residential fire sprinkler education push. I think this may be just the jump-start we need.

Eric Stracener
DeRidder Fire Department
DeRidder, Louisiana

Heilbronn Springs Fire Rescue is an all-volunteer fire department. Every school year we provide fire safety information to local schools, both public and religious. We do not have an annual budget and rely on an annual donation fund drive. We receive limited funds from Bradford County Commissioners.

Tony Spatafore
Heilbronn Springs Fire Rescue
Starke, Florida

I found out about the kits through FireRescue magazine.

Kenneth Clamer
Citrus County Fire Rescue

I would like to get some brochures that I can make available at upcoming events, mainly to start educating the public more about the systems.

John Dailey
Peachtree City Fire Department
Peachtree City, Georgia

WEB COMMENTS (CONT.)

We would be interested in the material for the demonstration of home fire sprinklers. Thanks for the opportunity and help!

Michael J. Irwin
Pocatello Fire Department
Pocatello, Idaho

I would love to have the kits to learn more about sprinklers and how implementation of them can affect a family in a time of need. I will be presenting a project about residential sprinklers in June at the Maryland State Firemen's Convention and can use any information that you provide me with! After, since I am well educated on it, I plan to come up with some type of project and handouts to take to community events and spread the word.

Allison Mosley
Kingsville Volunteer Fire Company
Kingsville, Maryland

We would like the Public Education Kit as an additional resource to support our outreach program in prevention education. A major effort is partnered with the 2009 National Preparedness Initiative, which leads into the yearly fire prevention program.

Adam Talbot/Frank Palmer
Dryden Fire Department
Dryden, New York

What a great idea! Thank you for helping the fire service.

Daniel J. Cimini
Myrtle Beach Fire Department
Myrtle Beach, South Carolina

I was looking for a way to educate homeowners who have sprinkler systems about the systems and importance of maintenance.

Matthew J. Greenfield
Prince William County Fire Department
Prince William, Virginia

I would like to request 20 kits for our sprinkler program.

Tim Knisely
Centre Region Code Administration
State College, Pennsylvania

I think this would be a great thing to show the community. I will be doing a communitywide program in March and this would be great to show.

Mike Cooper
Wears Valley Fire Department
Sevierville, Tennessee

I am requesting the two above kits to replace the only two I had. I had a home builder inquire about installing residential sprinkler systems before they are required by code to obtain a competitive advantage in the market. Can you please replace these kits so that I may have kits to educate other home builders and organizations?

Andrew Thompson
Town of Shallotte Fire Marshal's Office
Shallotte, North Carolina

I saw your ad in Firehouse Magazine and would like to enter our department for your "Built For Life Fire Department" program. My husband, our captain, and I have talked about starting a community training program provided we can obtain grant money to help us. Your offering of the fire and sprinkler burn demonstration unit would be a wonderful place for us to start. We live in a growing community, and it is our goal to educate the community on fire safety. Thank you.

Marci Crabtree
Claxton Community Volunteer
Emergency Services
Athens, Tennessee

I have used these for over a year and leave one at each new house after final sprinkler inspection. This is the resource that I had been looking for for many years.

Jeff LaFlam
Northshore Fire Department
Kenmore, Washington

Please send 50 kits so we can distribute them to new homeowners and existing homes with sprinklers.

Dale Lyman
Greeley Fire Department
Greeley, Colorado

I would like to get a dozen of each of these to use for education. The last time I did a class, these kits were well received.

Patrick Bradshaw
Richland County Fire Marshal's Office
Columbia, South Carolina

WEB COMMENTS (CONT.)

I would like to take this opportunity to thank you for such wonderful resources. I am in the process of developing the different programs for our Citizens Fire Academy and would love to incorporate the Fire and Sprinkler Burn Demonstration Kit and home fire sprinklers as one of the units for our nine classes. The Academy begins in the spring of 2009 and I wanted to begin developing this unit with the firefighters as early as possible. Again, thank you for such a wonderful coalition, resources and materials. I have provided our web person with the information from your site and hope to have it up and running shortly.

Linda Greenidge
Allen Fire-Rescue
Allen, Texas

A while ago, my department received a packet of handouts to distribute to homeowners of sprinklered properties. I would like to know how we could order more of these information packets. Any information would be greatly appreciated. Thank you.

David S. Pelonzi
Bourne Fire/Rescue
Buzzards Bay, Massachusetts

I am scheduled to present a seminar on home safety to the Wisconsin Hospital Auxiliary Association convention next Wednesday, October 8. I found your supplement in Fire Engineering magazine this morning. Can you get the Public Education Kit to me so I can use it?

Mark Weihing
Rock Springs Fire Department
Rock Springs, Wisconsin

I give the kits out to all builders who come into my office. Could I get a dozen more? Thank you.

Lieutenant Claude P. Laflamme

I was wondering about becoming a Built for Life Fire Department. Could you please send me all the information as soon as possible so that we may get started on this project? Thank you.

Keith Whitmire
Pima Rural Fire District
Pima, Arizona

We currently have no ordinances for adopting residential sprinkler systems, but I would love to make educational material available for the consumers to make an educated choice on sprinklers.

Pat McCarragher
Fairburn Fire Department
Fairburn, Georgia

In my opinion, the city council would not have passed this ordinance without the great brochures and videos made available through the coalition. All your materials are of top, professional quality and are full of the right information to educate the everyday person about residential fire sprinklers. The following is a press release detailing our ordinance. Thanks for all your help.

Mark Metdker
Celina Fire Department
Celina, Texas

I am performing a cost/benefit analysis on the fire and sprinkler burn demonstration that will be done by our department. Along with the general education materials, I really need as much information as I can get on this demonstration.

Chris Wray
Greensboro Fire Department
Browns Summit, North Carolina

Our fire department is a tribal department and we are attempting to have a residential sprinkler ordinance put in place for our tribal land. Thanks for any assistance or information you can help us with. We have attended the Fire Team USA conference for most of our materials. Chapel Hills Fire Department has also given us information and assistance.

Travis Climbingbear
Cherokee Fire Department
Cherokee, North Carolina

We want to send a copy of the "Now that You're Living With Sprinklers" CD to our city's homeowners that have systems. Is there a limit on how many we can receive?

Cathy Prudhomme
Colorado Springs Fire Department
Colorado Springs, Colorado

I would like to order a Fire and Sprinkler Burn Demonstration Kit to use for a Home Fire Sprinkler Media Event. Thank you.

Karen Jones
Washington State Fire Marshal's Office
Olympia, Washington

WEB COMMENTS (CONT.)

My city has a couple new residential developments for which we required fire sprinklers. Is it possible to bulk order the "Living with Sprinklers" kits so we may provide them to our residents? Thank you.

Robert R. Rainey
Trout Brook Engine & Hose Company
Monroe, New York

For almost 40 years in the fire service, I have truly waited for a unified national program such as this.

Retired Captain R. Rainey
New York Fire Department
New York City, New York

My company is involved with public safety events and also has to do life safety inspections for businesses. I believe this full spectrum of information would benefit the whole public and us. Thank you for the information. Hopefully, this will get sprinklers in this area.

Robert Griffin
Natchitoches Fire Department
Natchitoches, Louisiana

I am having a safety fair in September where I will be promoting home fire sprinklers. Any information I can get to distribute would be wonderful.

Sean Barrett
Siuslaw Valley Fire and Rescue
Florence, Oregon

The College Park Volunteer Fire Department, which protects the citizens of the City of College Park, Maryland, and first due to the University of Maryland, is excited for and supportive of this program.

David Stacy
College Park, Maryland

Please sign us up as a Built For Life Fire Department. This was something we've been trying to start on our own, so it will be good to have the additional resources.

Adam Gosey
East Grand Fire Protection District #4
Winter Park, Colorado

I am in the process of setting up a fire prevention and education program within my fire department. I will be happy to incorporate your materials into this program.

David P. Derr
Mt. Vernon Fire Department
Mt. Vernon, Kentucky

We have linked your Web site to our fire department's website.

Steve Pribulick
Wetumpka, Alabama

The deputy informed me the other day that he would like to submit a proposal for adopting the one- and two-family fire sprinkler ordinance that I had wrote to the select men. In conjunction with a PowerPoint that I put together, the Local Officials video will help sell the ordinance. We'll see how it goes. Thanks again.

Joe Triolo
Hudson Fire Department
Hudson, New Hampshire

We would very much like to incorporate the Built for Life program into our fire prevention bureau's public education efforts.

Steve Butsko
Perry Joint Fire District
Perry, Ohio

Could I get six of these as I have nine companies in the county and because three towns have passed ordinances that require sprinklers? We are trying to get the other six towns to do the same. Thank you.

John Rothrock
Brighton Fire Company
Tonawanda, New York

I would like to receive two copies of the DVD you send out with your "Public Education Packet." I teach classes on residential fire sprinklers and gave away my last copies.

Joseph Kneidinger
City of Portland
Portland, Oregon

Can we get these CDs in bulk, like 100 or so to distribute to the public during our Fire Prevention week programs in October?

Bruce Osgood
Fire Company #2
Wyckof, New Jersey

WEB COMMENTS (CONT.)

We are starting a new campaign designed to educate homeowners who already have fire sprinklers installed in their homes. We will be mailing a packet to each home in our database and would like to include the Living with Sprinklers kits as a part of the materials. I would like to order 300 kits, if possible.

*Eric T. McMullen
Tualatin Valley Fire & Rescue
Tualatin, Oregon*

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I've been singing the praises of these for my entire career. Being able to pass out materials to back it up is fantastic! Thank you!

*Shelly Lancaster
Tyger River Fire Department
Lyman, South Carolina*

