



HELP FIREFIGHTERS in your community spread the word!

Learn more about partnering with your local fire department.

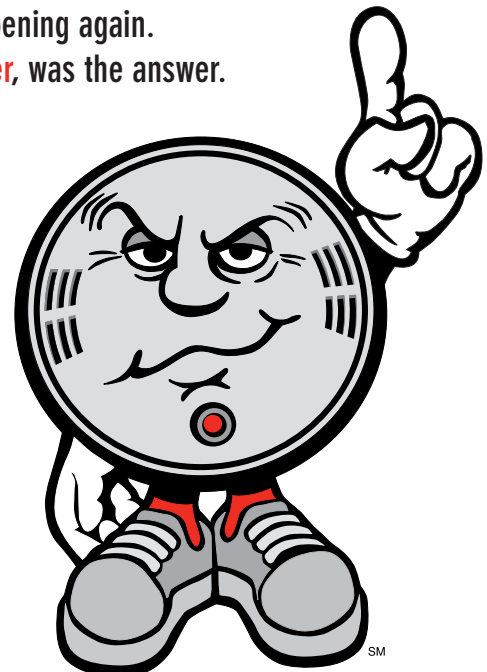
On Christmas Eve 2003, three young boys died in a fire in their Austin home because their smoke alarm wasn't working. They were among nine people who died that year because of non-working smoke alarms.

Firefighters knew they needed a new campaign to keep this from happening again. **Working Smoke Alarms Save Lives**, featuring the watchful **Freddy Finger**, was the answer.

The next year there were no deaths in Austin related to non-working smoke alarms. Since then, other fire departments across the United States and Canada have successfully used the Freddy campaign materials to increase public awareness and make their communities safer.

LET FREDDY PUT A FINGER ON YOUR INVENTORY

Freddy Finger appeals to everyone—kids and adults—with the powerful message that non-working smoke alarms cause fire-related deaths, injuries and property damage. Much of that loss can be avoided by a simple act: Put a finger on every smoke alarm monthly to make sure it's working properly.



WHAT'S IN THE CAMPAIGN?

LET'S HANG OUT

The first Freddy message was on a door hanger. Firefighters requested this piece so they could go door-to-door handing them out and, in some cases, providing smoke alarms or batteries. This is a great way for the community to get to know their firefighters and see your brand. With your personal community network, you could also bring other groups to help with the distribution—Scouts, church groups, and others.



POSTCARDS THAT HANG AROUND

A postcard co-branded with your local fire department will keep your brand visible because it includes a magnet to remind people to Put a Finger on their smoke alarms.



GET STARTED IN AS LITTLE AS TWO WEEKS!

We offer three levels of sponsorship:

- ONE ALARM SPONSOR** Send postcard or door hanger once a year.
- TWO ALARM SPONSOR** Send postcards and/or door hangers four times a year.
- FIRE CHIEF SPONSOR** Send postcards and/or door hangers at least six times a year. You will have the exclusive rights to Freddy in your market area. No other real estate firm will have access to our materials as long as you are the Fire Chief.

Just contact Fire Prevention Campaign Chief Tammy Huoni by email at Chief@FirePreventionCampaigns.org or call her directly, 512.441.6484.

More details and materials are at FIREPREVENTIONCAMPAIGNS.ORG