



## **MEDIA RELEASE**

FOR IMMEDIATE RELEASE  
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### **LFD Aims to Educate Women on Career Potential in the Fire Service**

Lakeland, FL – The Lakeland Fire Department presents *Igniting Change: Women in the Fire Service*, a recruitment campaign focused on raising awareness about careers in the fire service among women. The campaign centers around a ten-minute video production which features women firefighters at the department, as well as female fire officers from other departments throughout the country. In it, they share their personal experiences and career advice.

According to the National Fire Protection Association (NFPA), approximately 4% of the nation's paid firefighters are women; LFD is slightly above that average at 4.6%, with 8 of its 172 personnel being women.

The Lakeland Fire Department is continually looking for ways to diversify its workforce so that its first responders are representative of the community it serves. This campaign is an extension of the department's long-running recruitment efforts and its objective is to get young women to consider firefighting and emergency medicine as an option when assessing their future career goals.

Many departments across the nation face the similar challenge of having less women in its workforce, for a variety of reasons. The project was developed by LFD's Fire Chief, Doug Riley. He shares, "Our intention is to bring awareness to young women everywhere that a career in the fire service is both rewarding and attainable. We want to change the perception that firefighting is a predominately male profession and educate women considering potential careers, that a career in the fire service is not only beneficial to them but to their communities."

In addition to the video production, which is available online at the department's [website](#) and [YouTube](#) page, the campaign will also include women firefighters from the department speaking directly to young women at schools, community gatherings, and service clubs, like the Girl Scouts.

To watch the video and learn more, please visit [www.lakelandgov.net/ignitingChange](http://www.lakelandgov.net/ignitingChange).

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# IGNITING CHANGE

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# WOMEN IN THE FIRE SERVICE

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Learn more about women in the fire service  
and how you can ignite change as a firefighter at  
[lakelandgov.net/LFD](http://lakelandgov.net/LFD)

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FIRE DEPARTMENT



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