



# LAKELAND FIRE DEPARTMENT

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## MEDIA RELEASE

FOR IMMEDIATE RELEASE

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### **Fire Prevention Week happens October 6 – 12. The Lakeland Fire Department reminds residents: Not Every Hero Wears a Cape. Plan and Practice Your Escape!**

Lakeland, FL – The Lakeland Fire Department (LFD) is excited to declare October 6-12, 2019 Fire Prevention Week (FPW) in Lakeland. As other fire departments do across the nation, LFD is participating in the National Fire Protection Association (NFPA) sponsored campaign that is more than 90 years strong. Fire Prevention Week is intended to promote fire safety education and life safety. Every year's campaign has a theme and this year it is: "Not Every Hero Wears a Cape. Plan and Practice Your Escape!". The campaign works to educate everyone about the small, but important, actions they can take to keep themselves and those around them safe.

In honor of FPW, the department is officially presenting its *Practice Fire Safety* coloring and activity book. The book was custom made by the department and features Blaze the Firefighting Swan, which was named by the community in an online contest. The book touches on several important fire safety concepts and is available as a free download at [www.lakelandgov.net/LFD](http://www.lakelandgov.net/LFD). The book will also be distributed to children in the Lakeland area.

The culmination of the department's fire safety campaign will take place on October 28, 2019 at the department's Public Safety Truck or Treat event. More information at [www.lakelandgov.net/LFD](http://www.lakelandgov.net/LFD).

NFPA statistics show that in 2017 U.S. fire departments responded to 357,000 home structure fires. These fires caused 2,630 fire deaths and 10,600 fire injuries. On average, seven people died in a fire in a home per day during 2012 to 2016.

"These numbers show that home fires continue to pose a significant threat to safety," said Lorraine Carli, NFPA's vice president of Outreach and Advocacy. "In a typical home fire, you may have as little as one to two minutes to escape safely from the time the smoke alarm sounds. Escape planning and practice can help you make the most of the time you have, giving everyone enough time to get out. FPW messaging focuses on home fires, however these messages apply to virtually any location.

"Situational awareness is a skill people need to use wherever they go," shares Lakeland Fire Marshal, Cheryl Edwards. "No matter where you are, look for available exits. If the alarm system sounds, take it seriously and exit the building immediately.

For more general information about Fire Prevention Week and home escape planning, visit [www.fpw.org](http://www.fpw.org).

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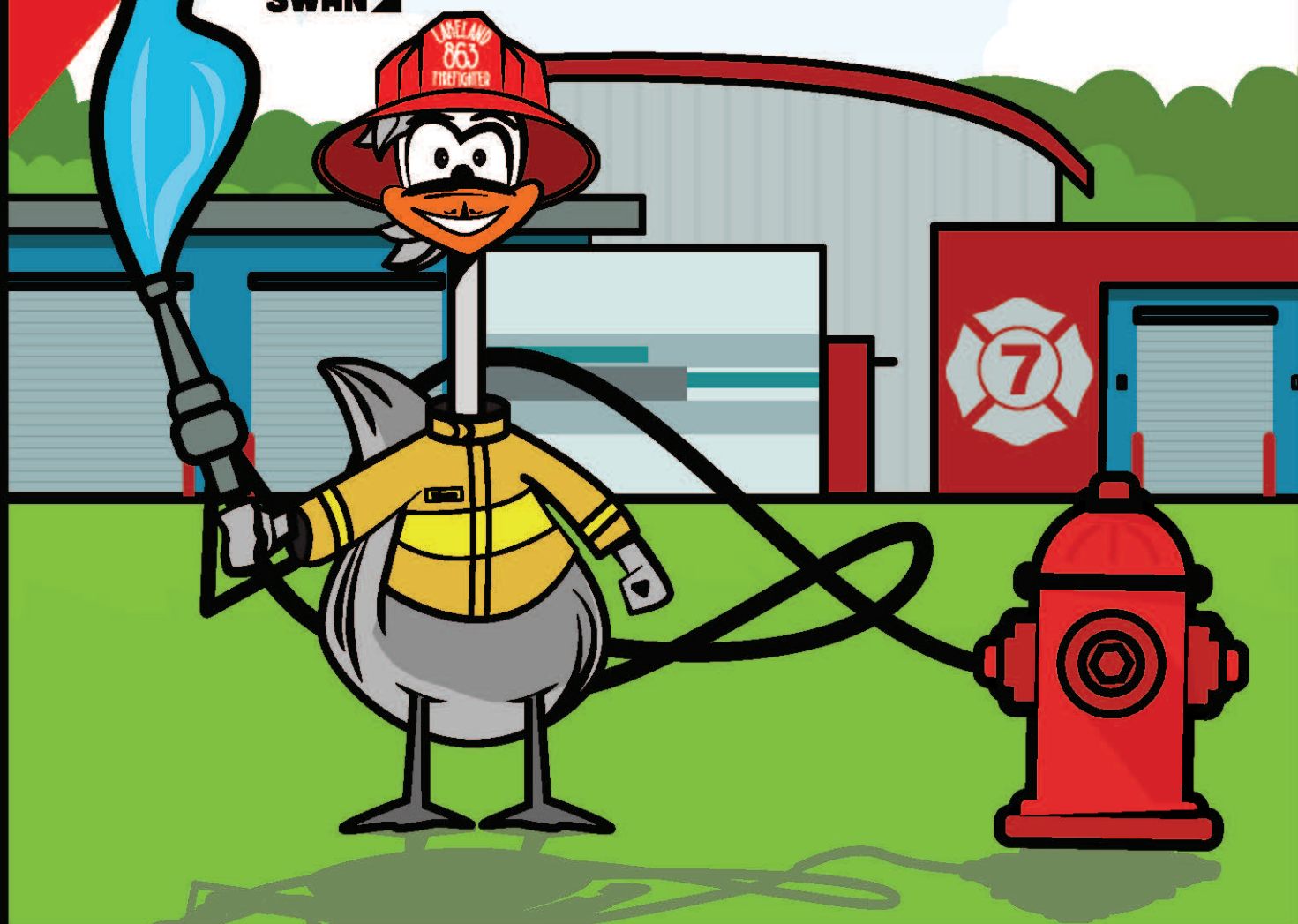
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# PRACTICE • FIRE • SAFETY

FEATURING  
BLAZE, THE  
FIREFIGHTING  
SWAN



An Educational  
Coloring & Activity Book



PUBLIC SAFETY



# Truck or Treat

WEAR YOUR COSTUMES

IDEAL FOR AGES 12 & UNDER

MONDAY, OCT 28th  
5-8 PM  LAKE MIRROR  
NORTHSIDE NEAR FIRE STATION 1

- GIVEAWAYS
- FREE CANDY
- COSTUME PARADE
- POLICE & FIRE VEHICLES
- PRIZE FOR FIRST RESPONDER COSTUMES
- AND MUCH MORE!



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