



STOP FIRES AMERICA, INC.

“Fire Kills Family of Four” “Two Children Die in House Fire” “Fire Destroys Storage Warehouse”

Do these headlines sound familiar?

The statistics for fire related deaths, injuries and property loss in the United States are staggering. The United States is one of the most industrialized nations in the world, and yet fire deaths, injuries and property loss are higher than in any other country. During the next 24 hours:

- Over 4,600 fires will rage in America.
- 11 people will die.
- 61 people will be injured.
- Over \$27 million worth of property will be destroyed.

Because of these statistics, Stop Fires America was formed.

Stop Fires America, Inc. is a 501 (c)(3) non-profit corporation based in Austin, Texas. The founders realized the need for a new and innovative way to teach children and the general public about the importance of home fire safety. They decided that utilizing the animated character, “*Scottie The Firefighter*,” would not only be a new icon to represent the fire service, but would also be appealing and entertaining to children and adults.

According to Ms. Ursula Goldston, President, **Stop Fires America**, a majority of fire departments across the United States are facing serious budget problems. Budget cuts and the economy not only affected larger fire departments, but more importantly the smaller rural fire departments. One of the first programs cut from most budgets is fire safety education. Consequently, a majority of fire departments do not have the funds necessary to purchase quality fire safety educational materials for handout to children in their communities.

The research conducted by **Stop Fires America** concluded that there are over a million firefighters in the United States, of which 816,000 are volunteer firefighters. Ninety five percent of the volunteer firefighters are in fire departments that

October is Stop Fires Month

protect a population of 25,000 or less and more than 50 percent of those are located in small, rural departments that protect a population of 2,500 or less. In most cases, these volunteer fire departments have no money to purchase fire safety educational materials. Most departments struggle just to raise the funds necessary to purchase fire suppression equipment and proper clothing to keep their firefighters safe.

Stop Fires America is dedicated to distributing printed fire safety educational materials utilizing the animated character, “*Scottie The Firefighter*” and his friends, to participating fire departments across America, free of charge, to help them educate their communities.

Twin Palms Productions, Inc. created and licensed the rights to **Stop Fire America** to use *Scottie The Firefighter* and his friends in their National

Fire Safety Campaign. This loveable animated character represents all firefighters in a very healthy and positive manner. *Scottie* is a friend to all and a great role model for not only children, but adults as well. He is always quick to teach anyone about the importance of home fire safety and what to do if fire strikes.

In an effort to assist fire departments with their education efforts, **Stop Fires America** has developed an extensive National Fire Safety Campaign. A children’s publication, “*Scottie’s Firehouse Magazine*,” will be offered free of charge to fire departments and public service announcements (PSAs) for television broadcast incorporating *Scottie The Firefighter and his friends*, will be shown to educate viewers on the importance of practicing home fire safety.

Scottie’s Firehouse Magazine is an exciting fire safety educational

magazine designed especially for third graders. It is a 16-page, full color, magazine that contains fun things for the entire family to do, including

coloring pages, fire safety checklist, fire escape plan instructions, puzzles and more. These magazines will be made available to fire departments across America, free for distribution to children in their communities.

The dream to assist America’s fire departments with their educational needs will be totally driven and supported through tax-deductible donations and funding received from private individuals, corporations and foundations. Never before has there been a National Fire Safety Campaign like this one, developed especially to provide the fire service with free educational materials and to save lives through effective education utilizing various forms of media. By partnering with generous organizations or individuals that care to make a difference, **Stop Fires America** will be able to see their dream become a reality.

For more information on how you can help or for fire departments to order magazine copies, visit the **Stop Fires America** Web site at www.stopfiresamerica.org. Questions and comments may be sent to info@stopfiresamerica.org.

