Sample Press Release or Guide to Media Interview - Prepared by Ontario OFM

<https://www.mcscs.jus.gov.on.ca/english/OfficeFireMarshal/FireSafetyandPublicEducation/AfterFire/AfterFireFireDepartmentResources.html>

Fire Department Responds to (insert fire cause/concern – i.e. cooking) Fire

(Insert town name and date) – On (insert date the fire occurred), the (insert fire department name) responded to a (insert cause of fire if known or if it can be released publicly) fire in (insert name of municipality or neighbourhood).

(Insert any details about the fire that can be released publicly, i.e. the number of trucks that responded, type of occupancy (such as single family dwelling/apartment building, etc.), condition of the scene on arrival, any relevant specifics of the operation, etc.)

“We want to remind everyone that they need to do everything they can to prevent fires from starting,” said Fire Chief (insert name of Fire Chief). “And people have to give themselves a chance to escape a fire should one occur in their home. This means installing working smoke alarms and practicing a home escape plan with everyone in the home.”

There are some very simple things you can do to prevent (insert fire cause, if it is known and can be released) fires:

(insert bullet point list of fire safety/prevention tips re: the fire cause.)

You may have less than a minute to escape a fire in your home. Only working smoke alarms will give you the early warning your family needs to safely escape. The (insert fire department name) urges you to take responsibility for the fire safety of your family:

Install smoke alarms on every storey and outside all sleeping areas of your home. For added protection, install a smoke alarm in every bedroom according to manufacturer’s recommendations.

Install carbon monoxide alarms outside all sleeping areas if your home has a fuel-burning appliance, fireplace or attached garage. For added protection, install a carbon monoxide alarm on every story of your home according to manufacturer’s recommendations.

Test smoke and carbon monoxide alarms monthly by pressing the test button.

Smoke and carbon monoxide alarms wear out over time. Replace alarms according to manufacturer’s recommendations.

Practice a home escape plan with everyone in your home so everyone knows exactly what to do if the smoke or carbon monoxide alarms sound in an emergency.

For more information, visit (insert fire department website address) or ontario.ca/firemarshal.