



PRESS RELEASE

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Center for Campus Fire Safety joins with NFPA and Domino's Pizza on the "Delivering Fire Safety on Campus" Campaign

September 10, 2009 — September is Campus Fire Safety Month and colleges and universities across the country are sponsoring events to raise students' awareness of campus fire- and life-safety issues.

This year, the Center for Campus Fire Safety (CCFS), the nation's leading non-profit organization focused on campus fire safety, is proud to collaborate with the National Fire Protection Association (NFPA) and Domino's Pizza on a "Delivering Fire Safety on Campus" campaign.

Fire kills, no matter the age. And with August and September typically being the worst months for fatal campus-related fires, there is no more appropriate time for everyone to reacquaint themselves about living fire safe.



Unfortunately, most college students do not realize how quickly a fire can grow, or even worse, what to do when a fire does occur. Therefore spreading the fire safety message and imparting vital life preserving skills requires a team approach. CCFS President Mike Halligan is very fond of the CCFS motto: *Everyone Graduates*, as he says... "It's simple, it sets a goal, and it can be measured. Most importantly: everyone on campus can relate to it and understand it."

During Campus Fire Safety Month, students learn that fires do happen in campus-related settings and that they need to protect themselves no matter where they live, learn or play. To help teach essential fire-safety skills and instill awareness, colleges and universities across the country are holding Campus Fire Safety Month events. This year, CCFS, NFPA, and Domino's are bolstering these special events in concert with public safety officials at the following schools:

- Arizona State University - Tempe Arizona
- Babson College - Wellesley, MA
- Georgia Institute of Technology - Atlanta, Georgia
- Northwestern University - Chicago, Illinois
- Texas A&M - College Station, Texas
- University of Southern California - Los Angeles, California

"We are very excited to be working with Domino's Pizza, NFPA and our on-campus colleagues at each of the participating institutions" said Paul D. Martin, vice president of CCFS, "Through this great collaboration we are confident that even more students are gaining an appreciation and awareness of fire and receiving life-saving messages that they will carry with them well beyond college."

The on campus events include: hands-on mock dorm room demonstration burns; fire extinguisher training; campus-fire-safety fairs; and residential hall fire drills. At each partner



college or university, a local Domino's will be delivering pizza and special fire safety messages throughout the day. "Domino's has been working to promote fire safety in families and communities for years," said Domino's Spokesperson Jenny Fouracre. "Through our continuing partnership with the NFPA and now, the Center for Campus Fire Safety, we are able to reach thousands of college students and help to increase awareness of fire safety on college campuses throughout the nation."

CCFS and NFPA produced materials on fire and life safety will also be distributed to participants. CCFS is focusing on building fire safety features and alcohol and fire safety, as CCFS notes that all too frequently the consumption of alcohol lowers the probability of quick and logical evacuation and often is a contributing factor to the loss of life in fires involving college students.

Campus Fire Safety Month was first proclaimed by CCFS in 2005, and was formalized nationally in 2007 when both the House of Representatives and the U. S. Senate passed resolutions recognizing September as Campus Fire Safety Month.

The Center for Campus Fire Safety is a national, non-profit organization dedicated to protecting life and property from fire at our nation's institutions of higher learning. Based in Newburyport, Massachusetts, the Center provides public education and support to the professionals who spend their life's work making our campuses and communities safer. For more information about fire and life safety on- and off-campus, visit www.campusfiresafety.org.

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