



ESFI's Holiday Safety Campaign

Winter 2007

Dear Public Service Director,

The holidays are a wonderful time of year when families gather together and homes are brightened with the glitter of decorations. In the excitement of the season, however, safety is often overlooked. As decorations go up and households entertain friends and family, people unknowingly put themselves at greater risk to fire and electrocution. This holiday safety program, sponsored by the Electrical Safety Foundation International (ESFI), illustrates how families can take a few simple steps to stay safe while enjoying the holiday season.

Ignoring the problem won't make it go away:

- Nearly 130,000 fires will be reported in December alone claiming over 400 lives and causing more than 1,600 injuries.
- The number of children injured and killed by fires more than doubles during the holiday months.
- Yet, more than a third of Americans do not recognize that electrical products are one of the leading causes of home fires.
- And while the majority of homeowners have smoke detectors, almost a quarter (24%) have not replaced their batteries within the last 2 years.

In order to combat these alarming statistics, ESFI encourages families to include safety as part of their holiday plans this year. This comprehensive campaign includes the resources needed to disseminate this important lifesaving message such as: press releases, public service announcements (PSAs), and b-roll.

Incorporated into this year's campaign are the new and startling findings of a national survey conducted by ESFI which reveals just how often consumers put themselves at risk over the holidays. In addition, ESFI is also proud to launch a new holiday website (www.holidaysafety.org) where consumers can access tools such as: tips for decorating safely, ways to protect your children from the increased dangers they face, and how to recognize and avoid counterfeit electrical products.

With the extra help of these holiday safety resources, people can easily identify and eliminate many of the dangers they face in their home - protecting their property and saving their lives. Thank you for your help in reducing the number of electrically related deaths and injuries this holiday season. Your support is greatly appreciated.

*Brett Brenner, President
Electrical Safety Foundation International*

Founded in 1994 through a joint effort between Underwriters Laboratories Inc. (UL), the U.S. Consumer Product Safety Commission (CPSC) and the National Electrical Manufacturers Association (NEMA), the Electrical Safety Foundation International (ESFI) is North America's only non-profit organization dedicated exclusively to promoting electrical safety in the home and workplace.

For additional electrical safety information, visit the Foundation's Web site at www.electrical-safety.org or call 703-841-3229.