

*Customize and submit this sample press release to any local media contacts/outlets you think may be interested in learning about and promoting Fire Prevention Week 2011. Follow up with all media by contacting assignment desks to confirm receipt of the release and to provide any additional information.*

**[Insert Organization logo]**

## **[Insert Organization/Company Name] and ESFI Recommend Protecting Your Family from Fire with AFCIs**

FOR IMMEDIATE RELEASE  
**[Insert Date]**

Contact: **[Insert contact name]**  
**[Insert contact phone]**

**City, State**— In an effort to combat the alarming numbers of deaths, injuries, and property damage caused by electrical fires, **[Insert Organization/Company Name]** is joining the Electrical Safety Foundation International (ESFI) to promote Fire Prevention Week 2011. In keeping with this year's theme, "Protect Your Family from Fire," **[Insert Organization/Company Name]** and ESFI are urging consumers to take a proactive approach to safety by equipping their homes with advanced fire protection technology.

Electrical fires are a real concern for homeowners year after year. On average, a staggering 50,900 home structure fires involving some form of electrical failure or malfunction are reported each year. These fires result in nearly 500 deaths, more than 1400 injuries, and \$1.3 billion in direct property damage annually. Arc faults, a dangerous condition caused by over-heated or stressed electrical wiring or devices, are the cause of more than half of the reported electrical fires.

"**[Insert Organization/Company Name]** wants people to know that there are steps you can take to protect your family from electrical fires," explains **[Insert Organization/Company Spokesperson]**. "Arc Fault Circuit Interrupters (AFCIs) are one of the most important advancements in electrical fire protection for the home."

AFCIs are advanced electronic circuit breakers that replace standard breakers in a home's electrical service panel. These innovative devices provide a higher level of fire protection by detecting dangerous arcing conditions and shutting down the power to the affected circuit before a fire can start. The U.S. Consumer Product Safety Commission estimates that AFCIs could prevent more than 50 percent of the electrical fires that occur every year.

The 2011 *National Electrical Code* (NEC) includes requirements for AFCIs. In addition to bedroom circuits, the NEC requires that AFCI technology be installed in other areas of the home, including dining rooms, living rooms, and family rooms. While these requirements are currently limited to new home construction, older homes with aging wiring systems can also benefit from the added protection of AFCIs. Depending on the size of the home, the cost impact for installing AFCI protection is \$140 - \$350.

Protect yourself, your loved ones, and your community by learning about the latest electrical safety guidelines and technology. The Electrical Safety Foundation International (ESFI) has developed a number of resources to help ensure you are prepared before a fire emergency happens. For more information and free resources, visit ESFI's website at [www.electrical-safety.org](http://www.electrical-safety.org).

**[Insert Organization boilerplate]**

The Electrical Safety Foundation International (ESFI) sponsors National Electrical Safety Month each May to increase public awareness of the electrical hazards around us at home, work, school, and play. ESFI is a 501(c)3 non-profit organization dedicated exclusively to promoting electrical safety. For more information about ESFI and electrical safety, visit [www.electrical-safety.org](http://www.electrical-safety.org).