



SPARKY'S WISH LIST™

Partnering for Fire-Safe Communities

www.sparkywishlist.org

FOR IMMEDIATE RELEASE

For More Information:

Captain Tammy Lamberg, West Bend Fire Department

262-335-5055

lambergt@ci.west-bend.wi.us

West Bend Fire Department Joins Sparky's Wish List™ Invites Community Partners to Support Life-Saving Fire Safety Education

August 1, 2012 – To protect lives through community-based fire-safety education, West Bend Fire Department invites its neighbors to join in support of Sparky's Wish List™. Sparky's Wish List: Partnering for Fire-Safe Communities, a project of the National Fire Protection Association (NFPA), brings West Bend businesses and the community together with the local fire department to fund life-saving fire safety educational materials.

"Every year, there are fire-related injuries and deaths that might have been prevented with fire safety education, functioning smoke alarms or by practicing an escape plan," said Captain Tammy Lamberg of the West Bend Fire Department. "Our first line of protection is educating the community and specifically high risk groups. Sparky's Wish List will allow us to provide easily understood, targeted educational resources such as fire safety coloring books for children, large print brochures for older adults and videos for large group presentations. Every October we visit day care centers, community groups and West Bend Schools to talk about fire prevention. Through these visits we can extend our reach into numerous homes."

The wish list website allows fire departments to create a tailored profile page, identifying the specific materials needed for local fire education programs. Residents, businesses and others can then find the pages by searching sparkywishlist.org/Give by city and/or state to choose items to purchase from the list. Materials will be sent directly to the fire department.

"Fire safety education saves lives, but with current budget pressures, it's hard for many departments to pay for a range of educational materials," said Jim Shannon, president of NFPA, the coordinator of the program. "Sparky's Wish List: Partnering for Fire-Safe Communities is designed to help close the gap between what fire departments can afford and what they need to educate on fire safety."

About the National Fire Protection Association (NFPA)

NFPA is a worldwide leader in fire, electrical, building and life safety. The mission of the international nonprofit organization founded in 1896 is to reduce the worldwide burden of fire and other hazards on the quality of life by providing and advocating consensus codes and standards, research, training and education. Sparky® and Sparky the Fire Dog® are registered trademarks of NFPA.

About Sparky the Fire Dog®

Sparky the Fire Dog was created for the National Fire Protection Association in 1951 and has been the organization's official mascot and spokesdog ever since. He is a widely recognized fire safety icon that is beloved by children and adults alike. Millions have learned about fire safety through educational lessons and materials featuring his image and he is more active than ever today. Sparky frequently visits schools and participates in community events to spread fire safety messages, often accompanied by his firefighter friends. In addition to connecting with the public through public service announcements and his featured role in Fire Prevention Week campaigns each October, he has a very active website, www.sparky.org and a Facebook page that was launched in 2011 as part of his 60th anniversary celebration. Sparky the Fire Dog® is a registered trademark of NFPA.

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Visit www.sparkywishlist.org to learn more and get started.

