



PRESS RELEASE

The Professional Fire Fighters of Wisconsin Charitable Foundation and WisSAFE Kickoff Statewide Smoke Alarm Installation Program, Award Bid to Menards and Kidde

Statewide Kickoff Event and Press Conference **Monday October 5th, 2015 1:00 PM (CST) Menards - Franklin, WI**

The Professional Fire Fighters of Wisconsin Charitable Foundation (PFFWCF) received notification from the Department of Homeland Security and The Federal Emergency Management Agency (FEMA) that their request for financial assistance under the Fiscal Year 2014 Assistance to Firefighters Grant Program - Fire Protection and Safety Grant has been awarded in the amount of \$54,848.

The grant is for a comprehensive home fire safety campaign with door-to-door smoke alarm installations targeting low-income neighborhoods in Wisconsin communities.

The PFFWCF has partnered with the Professional Fire Fighters of Wisconsin, the Wisconsin Smoke Alarm Fire Education Committee (WisSAFE), and fire departments across Wisconsin to accomplish the installation of over 3,600 smoke alarms before August 5th, 2016, the end of the grant period.

Following the federal procurement regulations the PFFWCF has awarded Menards' bid to supply at least 3,600 smoke alarms. The PFFWCF has partnered with Menards and Kidde to supply and distribute smoke alarms, educate the public, and continue the program well into the future.

One of the greatest risk factors for fire related death is poverty. For this reason, priority was given to fire departments protecting the highest number of people living below the poverty level. The attached list of fire departments have already received smoke alarms and have commenced installing them in their communities.

Press conference participants: PFFWCF Director Michael Wos, PFFW President & PFFWCF Chairman Mahlon Michell, WisSAFE Chair Glenn Linzmeier, and Franklin Menards Store Manager Greg Voss.

The Professional Fire Fighters of Wisconsin Charitable Foundation is the largest fire service charity in the State of Wisconsin. PFFWCF major programs include: the Summer Camp for Burn Injured Youth, Newspapers in Education, and the sponsorship of leadership activities for burn survivors.

The Wisconsin Smoke Alarm Fire Education Committee (WisSAFE), is a charitable organization and coalition of Wisconsin fire service organizations dedicated to protecting citizens from the devastating effects of fire through its smoke alarm installation and fire education programs. The coalition includes Wisconsin State Fire Chiefs Association, Wisconsin State Fire Inspectors Association, Professional Fire Fighters of Wisconsin, Wisconsin State Fire Fighters Association, Professional Fire Fighters of Wisconsin Charitable Foundation Alliance for Fire Safety, Wisconsin Department of Public Instruction and Safe Kids Wisconsin

Menards is a family-owned company started in 1958. Menards currently operates 292 home improvement stores located throughout 14 Midwestern states, including 44 in the state of Wisconsin.

Kidde is a leading manufacturer of residential smoke alarms, carbon monoxide (CO) alarms and fire extinguishers. Kidde has been delivering advanced fire-safety technology for more than 90 years.

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The Professional Fire Fighters of Wisconsin Charitable Foundation and WisSAFE Kickoff Statewide Smoke Alarm Installation Program Smoke Alarm Distribution as of 10/5/2015

Fire Department	Number of Alarms Received
Beloit Fire Department	90
Caledonia Fire Department	25
Chippewa Falls Fire & Emergency Services	25
City of Madison Fire Department	50
City of Oshkosh Fire Department	125
Eau Claire Fire Department	130
Franklin Fire Department	25
Green Bay Metro Fire Department	185
Greenfield Fire Department	30
Janesville Fire Department	90
Kenosha Fire Department	185
La Crosse Fire Department	120
Merrill Fire Department	25
Milwaukee Fire Department	1,800
Monona Fire Department	25
North Shore Fire Department	<i>100</i>
Pleasant Prairie Fire and Rescue	25
Racine Fire Department	180
Rhineland Fire Department	25
South Shore Fire Department	25
Stevens Point Fire Department	25
Town of Madison Fire Department	25
Wausau Fire Department	75
West Allis Fire Department	100
Wisconsin Rapids Fire Department	25

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