



Marion County Board of County Commissioners Marion County Fire Rescue

2631 SE 3rd Street
Ocala, FL 34471

www.marioncountvfl.org/firerescue.htm



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ALWAYS READY FOR FIRE PREVENTION

Photo Opportunity/Interviews Available

- WHO:** Marion County Fire Rescue (MCFR) in cooperation with Marion County Public Schools
- WHAT:** MCFR's Fire Prevention Month Campaign: *Always Ready*.
- WHEN:** October 1 – October 30
- WHERE:** MCFR firefighters will visit a different public elementary school every day, teaching children the importance of calling 911 from outside a burning building. The media is invited to attend any of the below school visits. If you want to attend a different school event, we can accommodate that as well.

South Ocala Elementary (2831 SE Lake Weir Avenue)
Friday, October 2 9:30 a.m. – 11 a.m.

East Marion Elementary (14550 NE 14th Street Road)
Wednesday, October 7 9:30 a.m. – 11 a.m.

Anthony Elementary (9501 NE Jacksonville Road)
Friday, October 9 9:30 a.m. – 11 a.m.

Shady Hill Elementary (5959 South Magnolia Avenue)
Thursday, October 15 9:30 a.m. – 11 a.m.

Emerald Shores Elementary (404 Emerald Road)
Tuesday, October 27 9:30 a.m. – 11 a.m.

- WHY:** Over the next five weeks, firefighters will visit all 32 Marion County public elementary schools and reach approximately 22,000 students in an effort to ensure that Marion County's most vulnerable citizens stay fire safe.

MCFR's is celebrating its 30th Anniversary this year, and as a result the aggressive fire prevention month campaign theme is "Always Ready." Students will be taught to be *always ready* for fires by creating fire escape plans with their families and to be *always ready* to react to fire emergencies by practicing those escape plans regularly. Last year's "Get Down. Get Out. Get on the Phone!" theme will also be reiterated in the instruction of escape planning, teaching where and when to call 9-1-1.

Local test data revealed that children thought they should all 9-1-1 from **inside** a burning building. Instead, MCFR wants families to immediately evacuate a burning building and call 9-1-1 from outside using a cell phone or calling from a neighbor's house, never re-entering the building.

MCFR's multi-faceted campaign will include classroom curriculum, hands-on presentations with firefighters and a countywide poster contest.

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