



Marion County Board of County Commissioners

Fire Rescue

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Today's Date: Sept. 27, 2011

FIRE PREVENTION MONTH 2011: *GET DOWN. GET OUT. GET ON THE PHONE!*

Photo/interview opportunities available

- WHO:** Marion County Fire Rescue in cooperation with Marion County Public Schools
- WHAT:** MCFR Fire Prevention Month 2011 campaign: *Get Down. Get Out. Get On the Phone.*
- WHEN:** Oct. 3-31, 2011
- WHERE:** Firefighters will visit every public elementary school in Marion County to teach more than 20,000 children about fire safety in October. Maggie, a 4-year-old Labrador retriever mix and MCFR's furriest volunteer, will assist firefighters with their presentations at select schools, including the ones listed below, and media professionals are encouraged to attend. Each event runs from 9:30 to 11 a.m. MCFR also can accommodate media attendance at other school events.

Dunnellon Elementary (10235 SW 180th Avenue Road, Dunnellon), Monday, Oct. 3

Sunrise Elementary (375 Marion Oaks Course, Ocala), Thursday, Oct. 6

Evergreen Elementary (4000 NE W. Anthony Road, Ocala), Wednesday, Oct. 12

Belleview-Santos Elementary (9600 S. U.S. Highway 441, Belleview), Friday, Oct. 21

Saddlewood Elementary (3700 SW 43rd Court, Ocala), Thursday, Oct. 27

- WHY:** When measuring the effectiveness of last year's fire prevention month campaign, MCFR learned that for the first time since it began the program in 2007, students understood that they should call 911 from outside the burning building after they've safely escaped. However, last year's test data revealed that students were not aware that they should proceed to a predetermined location outside the home in the event of a fire, so having them choose a meeting place with their families will be a point of emphasis this year.

MCFR's campaign will include classroom curriculum, hands-on presentations (some of which will feature visits with Maggie), a video public service announcement featuring Maggie and a countywide poster contest. MCFR Training and Safety Division Chief Bart Walker trains and cares for Maggie on his own time and does not use tax dollars for her upkeep.

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"Meeting Needs by Exceeding Expectations"