



North Tahoe and Meeks Bay Fire Protection Districts



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FOR IMMEDIATE RELEASE

As Fire Prevention Week approaches, the North Tahoe Fire Protection District encourages residents to “Look. Listen. Learn.”

TAHOE CITY, CA, OCT. 3, 2018 – Today’s home fires burn faster than ever. In a typical home fire, you may have as little as one to two minutes to escape safely from the time the smoke alarm sounds. Knowing how to use that time wisely takes planning and practice.

North Tahoe Fire and Meeks Bay Fire are teaming up with the National Fire Protection Association (NFPA) -- the official sponsor of Fire Prevention Week™ for more than 90 years -- to promote this year’s Fire Prevention Week campaign, “Look. Listen. Learn. Be aware. Fire can happen anywhere™,” which works to educate the public about basic but essential ways to quickly and safely escape a home fire.

NFPA statistics show that the number of U.S. home fires has been steadily declining over the past few decades. However, the death rate per 1000 home fires that are reported to fire departments was *10 percent higher in 2016 than in 1980*. While people feel safest in their home, it is also the place people are at greatest risk to fire, with four out of five U.S. fire deaths occurring at home.

“Working in the fire service for many years, we know that people often make choices in fire situations that jeopardize their safety or even cost them their lives,” said North Tahoe Fire Chief Mike Schwartz. “We need to do a better job of teaching people about the potentially life-saving difference that escape planning and practice can make.”

Chief Schwartz says this year’s “Look. Listen. Learn.” campaign highlights three steps people can take to help quickly and safely escape a fire:

- **Look** for places fire could start.
- **Listen** for the sound of the smoke alarm.
- **Learn** 2 ways out of every room.

“While we are focusing on home fires, these fire safety messages apply to virtually anywhere. Situational awareness is a skill people need to use wherever they go,” said Chief Schwartz. “No matter where you are, look for available exits. If the alarm system sounds, take it seriously and exit the building immediately and stay out.”

For more information about Fire Prevention Week and home escape planning, visit www.firepreventionweek.org.

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