



Pikes Peak Chapter  
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*Media Advisory*  
**MEDIA ADVISORY**

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**Volunteers Serve by Sharing Fire Safety Tips on Martin Luther King, Jr. Day of Service**  
***American Red Cross volunteers and CSFD will canvass***  
***Colorado Springs neighborhoods with life-saving information.***

Martin Luther King, Jr. recognized the power of service to strengthen communities and achieve common goals. The Pikes Peak Chapter of the American Red Cross and the Colorado Springs Fire Department will celebrate the legacy of Dr. Martin Luther King, Jr. by distributing vital fire safety information in several Colorado Springs neighborhoods. This partnership will help local residents prevent home fires, protect their loved ones and strengthen their community.

**Who:** 18 volunteers from the American Red Cross, a humanitarian organization that helps people prepare, prevent and respond to emergencies will join the Colorado Springs Fire Department.

**What:** CSFD Firefighters and Red Cross Volunteers will canvass door-to-door throughout the neighborhoods in the 80910 and 80922 zip codes, talk with residents and leave behind door hangers with fire safety information. The door hangers include information about smoke alarms, creating a household fire escape plan, and tips for cooking and heating a home safely this winter.

**When:** **Monday, January, 19th**  
**10 am – 2 pm**

**Where:** CSFD Fire Stations 7, 8, and 11

**Why:** Home fires are Colorado Spring's most common disaster threat. The Pikes Peak Chapter has responded to 11 house fires in Colorado Springs alone since December 24<sup>th</sup>. When the weather gets colder the potential for home fires increases, but according to a recent survey conducted by the American Red Cross and National Fire Protection Association, this year the potential for home fires may increase as people, concerned about the cost of heating their homes, plan to use an alternative source of heat- like a space heater or stove- to lower their bills this winter.

The American Red Cross helps people prevent, prepare for and respond to emergencies. Last year, almost a million volunteers and 35,000 employees helped victims of almost 75,000 disasters; taught lifesaving skills to millions; and helped U.S. service members separated from their families stay connected. Almost 4 million people gave blood through the Red Cross, the largest supplier of blood and blood products in the United States. The American Red Cross is part of the International Red Cross and Red Crescent Movement. An average of 91 cents of every dollar the Red Cross spends is invested in humanitarian services and programs. The Red Cross is not a government agency; it relies on donations of time, money, and blood to do its work. Contributions to the American Red Cross may be sent to American Red Cross Pikes Peak Chapter, 1040 S. 8<sup>th</sup> Street, Colorado Springs, CO 80906.

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