



Fire Department

October 4, 2013

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Chief

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MEDIA ALERT

FIRE PREVENTION WEEK KICK OFF AT THE SURVIVE ALIVE HOUSE

WHAT: Fire Prevention Week Kick Off at the Survive Alive House

WHO: Milwaukee Fire Department Chief- Mark Rohlfing
Director of the Fire & Police Commission- Michael Tobin
Milwaukee Public Schools Director of Recreation- Molly Barrett
Foundation for the Milwaukee Fire Education Center

WHEN: Monday October 7, 2012
9:30 am- 12:30 pm
Press conference at 12:00 pm

WHERE: Milwaukee Fire Education Center- Survive Alive House
2059 South 20th Street
414-397-9630

DETAILS: MPS students and local dignitaries will celebrate the kick-off to National Fire Prevention Week at Milwaukee's Survive Alive House. Students from U.S. Grant School will join the celebration with Fire Chief Mark Rohlfing, Director of the Fire & Police Commission Michael Tobin, MPS Director of Recreation Molly Barrett, the board of the Foundation for the Milwaukee Fire Education Center, and other city officials.

From 9:30 a.m. until 10:30 a.m. the students will attend the Survive Alive Program which includes fire safety education, instruction in safely exiting a house that is on fire and the importance of having a fire escape plan. Ronald McDonald will also stop by to speak to the students and provide them with lunch as he does every year. A news conference will begin at noon.

Milwaukee's Survive Alive House is partially funded by the Foundation for the Milwaukee Fire Education Center and jointly managed by the Milwaukee Fire Department and Milwaukee Recreation, a division of Milwaukee Public Schools (MPS).

Every year, every second and fifth grader enrolled in MPS visits the Survive Alive House.

Since its inception in 1992, over 350,000 children have experienced the fire safety program. Milwaukee's fire-related fatalities among school-aged children have decreased dramatically in the past 21 years. It is the dedication to this program by the Milwaukee Fire Department, Milwaukee Public Schools and Foundation for the Milwaukee Fire Education Center that continues to keep this program successful. The Foundation for the Milwaukee Fire Education Center has funded several technological upgrades to the Survive Alive House in both the classroom and the "street scene." These improvements assist the instructors with their presentation and enhance the impact this program has on students. Students can follow up their experience at the Survive Alive House by visiting its website at www.survivealivemilwaukee.com

To find out more about all the programs offered through Milwaukee Recreation, visit www.MilwaukeeRecreation.net or call (414) 475-8180.

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