



Fire Department

**Mark Rohlfing**  
Chief

**Gerard Washington**  
Assistant Chief  
**Daniel Lipski**  
Assistant Chief  
**Daniel Berendt**  
Assistant Chief

October 3, 2014

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## **MEDIA ALERT**

### **2014 FIRE PREVENTION WEEK ACTIVITIES**

#### **Monday October 6<sup>th</sup>**

##### **Fire Prevention Week Kickoff event at the Survive Alive House**

9:45 am – 12:30 pm

The Survive Alive House - 2059 South 20th Street

Second graders from Vieau Street School will attend the Survive Alive Program from 10:00 am until 11:30 am. At 12:00 noon, a press conference will take place. Upon completion of the press conference the children will enjoy a meal courtesy of McDonalds along with the appearance of Ronald McDonald.

#### **Tuesday October 7<sup>th</sup>**

##### **Clear Gains Press Conference (smoke free housing initiative)**

10:00 am

MFD Headquarters - Engine 2  
759 North James Lovell Street

#### **Wednesday October 8<sup>th</sup>**

##### **Milwaukee Fire Department Fallen Firefighter Memorial Program**

11:00 am

MFD Headquarters - Engine 2  
759 North James Lovell Street

#### **Thursday October 9<sup>th</sup>**

##### **Poster to Billboard Contest Winners Lunch with the Fire Chief**

11:30 am – 1:00 pm

MFD Headquarters - Engine 2  
759 North James Lovell Street

##### **Milwaukee Fire Department Meritorious Service Awards Ceremony**

7:30 pm

Milwaukee Safety Academy  
6680 North Teutonia Avenue

**Friday October 10<sup>th</sup>**

**Project FOCUS (Firefighters Out Creating Urban Safety) with the Milwaukee Bucks**

Time: TBD (afternoon)

Players from the Milwaukee Bucks will assist MFD members with smoke alarm installations in the area surrounding a firehouse.

Engine 36

4060 North 27<sup>th</sup> Street

**Saturday October 11<sup>th</sup>**

**MFD and Red Cross Smoke Alarm Installation Neighborhood Sweep**

9:00 am

Milwaukee Safety Academy

6680 North Teutonia Avenue

Volunteers from the Red Cross along with Milwaukee firefighters will canvass a neighborhood installing smoke alarms in unprotected homes.

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