

MEDIA ADVISORY



American Red Cross
Virginia Region

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FOR IMMEDIATE RELEASE

Virginia Red Cross Partnering with Virginia Beach Fire Department & Partners to Install Free Smoke Alarms Saturday, June 10th in Colony Mobile Home Park

VIRGINIA BEACH, VIRGINIA | JUNE 1, 2022 — Volunteers from the American Red Cross Virginia Region along with members of the Virginia Beach Fire Department, Southeastern Food Bank, Team Rubicon, and the Virginia Beach Public Schools, will be installing free smoke alarms on Saturday, June 10th, 2023, from 8:30AM to 2:00PM in the Colony Mobile Home Park community.

This initiative is a part of the American Red Cross Home Fire Campaign, which is designed to help save lives by installing free smoke alarms in homes that don't have them, and by educating people about home fire safety. The Red Cross responds to a home fire or other disasters every 8 minutes. Since the Home Fire Campaign began in 2014, the Virginia Red Cross has installed more than 30,000 smoke alarms and helped over 35,000 people make more than 11,500 fire escape plans.

"Home fires are devastating and claim seven lives a day in the U.S. but working smoke alarms can cut the risk of death by half," said Kristopher Dumschat, Regional Communications Manager with the Virginia Red Cross. "Everyone with the Virginia Red Cross is grateful for the support from volunteers and community partners like the Virginia Beach Fire Department, Southeastern Food Bank, Team Rubicon, and the Virginia Beach Public Schools. These volunteers are meeting one-on-one with families in at-risk communities through our Sound the Alarm events to share home fire safety information and install free smoke alarms where it's safe to do so."

When a fire occurs, we only have two minutes to escape - which is why the Virginia Red Cross wants to prepare families to act quickly. If you cannot afford to purchase smoke alarms or are physically unable to install a smoke alarm, the Red Cross may be able to help:

MAKE AN APPOINTMENT: Visit redcross.org/Virginia or www.vbfdlifesafety.com/smoke-alarms to learn more about requesting a free smoke alarm installation.

Learn more about the Red Cross, our mission and how you can help by visiting redcross.org.

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About the American Red Cross:

The American Red Cross shelters, feeds and provides comfort to victims of disasters; supplies about 40% of the nation's blood; teaches skills that save lives; distributes international humanitarian aid; and supports veterans, military members and their families. The Red Cross is a nonprofit organization that depends on volunteers and the generosity of the American public to deliver its mission. For more information, please visit redcross.org or CruzRojaAmericana.org, or follow us on Twitter at [@RedCross](https://twitter.com/RedCross).