



engaging communities in fire safety

Fires and communities

Every year hundreds of thousands of fires in North America take the lives of thousands of civilians, injure thousands more, and destroy countless homes. Not only do these fires cause billions of dollars in property loss, they also cause immeasurable harm to the lives of survivors and their families.

If you or someone you know has experienced the devastations of fire, more than anyone, you know the importance of self protection, preparedness, and fast response.

Community Self Protection

At ARA Safety we believe that communities have an important role to play in protecting themselves and their homes from fire. Our commitment to reducing loss to life and property through thought leadership and innovation motivates us to develop products and community level programs that support life and fire safety.

FireWatch™ will

engage communities in life and fire safety through fire education and training; raise funds to equip the local fire service with the most effective and innovative fire fighting technology available; and, bring community leaders, the fire service, and active neighborhoods together in a coordinated effort to reduce loss to life and property.

Most fires are preventable

Most fires can be prevented before they start. Through effective training and education, FireWatch™ will help communities reduce the occurrence of fires in their neighborhoods.

But when fires do happen, they can spread quickly and without warning. Through effective training and innovative fire fighting technology, FireWatch™ will empower communities to effectively respond to early stage fires.

Did you know...

- Fire kills more civilians than all other natural disasters combined.
- Every year there are over 1.6 million fires reported in North America.
- Cooking is the leading cause of residential structure fires.
- Residential fires represent over 80% of all fire death and injuries.
- Every year residential fires alone account for billions of dollars in property damage.
- Most of this loss could be avoided with effective training and tools.

FOR MORE INFORMATION:

call today **1-888-955-8883**

or visit **www.arasafety.com/firewatch**



A message from the Chair of the Board:

ARA Safety was founded with a vision of reducing loss to life and property. As the founding CEO of ARA Safety, I still believe strongly in that vision.

I know that our innovative products and programs can change how fires are fought and empower families, neighborhoods and communities to respond safely, rapidly and effectively to early stage fires.

I also believe that communities that take responsibility for their safety are healthier communities in which to live. Programs like Neighbourhood Watch are proof of that.

With innovative tools and programs, our homes and neighborhoods can be safer and countless tragic losses prevented. That is why ARA Safety founded FireWatch.

We owe it to our communities, and to the brave first responders who put their lives on the line every time there is a fire, to do our best to make our communities safe.

I encourage you to become a FireWatch partner. Help us make a safer world, one neighborhood at a time.

Sincerely,

James Fierro
Chair, FireWatch

PARTNER OPPORTUNITIES

FireWatch partners will play a critical role in ensuring the growth and success of FireWatch.

» NATIONAL PARTNERS

National FireWatch™ partners will work with and support ARA Safety in developing and implementing FireWatch™ in communities across North America.

National partners will contribute to FireWatch™ in many ways: through operating funds, expertise and advice, public relations and marketing support and through in-kind goods and services.

National partners will benefit from national exposure, community engagement, and a reduction in loss to life and property.

» COMMUNITY PARTNERS

FireWatch™ community partners will represent a broad cross-section of community organizations, businesses and volunteers who have an interest in their community's fire safety. Community partners will benefit from increased exposure, community engagement, and from living in a fire safe community.

Community Partners will implement training programs, raise awareness and promote fire safety and FireWatch™, engage with local emergency organizations for shared resources, and help raise funds to acquire equipment for the local fire service.

» MEDIA PARTNERS

FireWatch™ Media partners will support FireWatch™ locally and nationally by raising awareness about fire safety and by using available airtime and copy space to promote FireWatch™. Media Partners will contribute advertising and editorial support, and news coverage about fires, fire safety, and FireWatch™.

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