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May 17, 2017

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**CA Fire Foundation's *Firefighters on Your Side* Launches Chinese Fire Safety Campaign**

*PSA Will Educate the Chinese Community on Preventive Measures and Steps to Take During a Fire*

**Rosemead, Calif.** – The California Fire Foundation (CFF) today unveils new in-language public service announcements (PSAs) that will help educate the Chinese community on fire safety and steps to take in the event of a house fire. The PSAs will also provide tips on how to avoid the most common causes of home fires and ensure the safety of families all year-round.

Produced as part of the Foundation's *Firefighter's On Your Side* program, the PSAs are part of a statewide initiative that aim to educate traditionally underserved communities throughout California. The PSAs feature local Chinese American firefighters and tips in Cantonese and Mandarin to ensure direct communication with the Chinese community.

"Because firefighters live and work in the communities we serve, your family's safety and home are one of our biggest priorities," said Lou Paulson, Chair of the California Fire Foundation. "In working with local Chinese organizations and communicating in a way that resonates with the community, we hope to overcome language barriers and enhance awareness of critical fire safety messages. We believe these materials will save lives."

The PSAs are currently focused in the Bay area, Los Angeles area and San Diego area, which are home to some of the largest Chinese communities in California and the nation.

"Firefighters are on call 24 hours a day, 7 days a week to protect your family and home. We hope these PSAs are useful and urge media and our community partners to help share this information to save lives," said Los Angeles County Fire Chief Daryl L. Osby.

Fire Safety Tips include:

- Never leaving cooking equipment unattended;
- Keeping a lid ready for any fire that may occur while cooking;
- Avoid putting hot plates or pans on anything that burns;
- Keep incense at least a foot away from anything flammable;
- Checking smoke detectors regularly;
- And preparing an exit strategy with your family;

This current campaign was made possible by the generous support of Edison International.

To view the Chinese brochure and PSA videos, please visit the California Fire Foundation website at <http://www.firefightersonyourside.org>

**About the California Fire Foundation**

The California Fire Foundation, a non-profit 501 (c)(3) organization, provides emotional and financial assistance to families of fallen firefighters, firefighters and the communities they protect. Formed in 1987 by California Professional Firefighters, the California Fire Foundation's mandate includes an array of survivor and victim assistance projects and community initiatives.

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