

# Public Service Announcement

September 16, 2014

City of Edmonton

## Help Edmonton Fire Rescue Services name its newest campaign

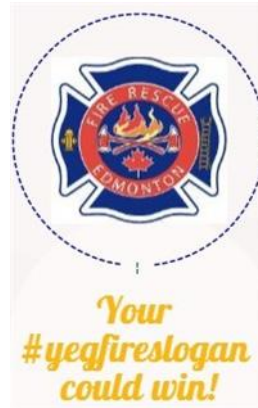
Edmonton Fire Rescue Services (EFRS) has launched a social media contest to help create a slogan for a new public awareness campaign on cigarette fire safety.

This has been one of the most costly years on record for smoker's material-related fires in Edmonton, with \$11.5 million in damages from January to August 2014. Over the past ten years, smoker's materials have caused 716 fires in Edmonton, resulting in seven deaths, 45 civilian injuries, and more than \$50 million in damages.

Edmonton Fire wants to creatively engage residents in a discussion on cigarette fire safety. Next year's public awareness campaign will be aimed at reducing the number of smoker's material related fires in Edmonton.

The contest, which runs until National Fire Prevention Week (October 5 – 11, 2014), will feature a smoking-material related Facebook and Twitter post every day to inspire creative ideas for a campaign slogan. Edmontonians can tweet or post their entries on the Fire Rescue Services [Facebook Page](#) with the hashtag #yegfireslogan, or tweet their ideas with the same tag to @EdmontonFire to enter. The deadline for entries is October 5, 2014.

Contest winners will be announced October 10, 2014 at a media event at Fire Headquarters. The top winner will enjoy a ride-along with a fire crew and an official EFRS firefighter's helmet; there will also be second place, third place and participation prizes awarded for other great contest entries.



### For more information:

To view the full contest rules and conditions, visit [edmonton.ca/fireservicescontest](http://edmonton.ca/fireservicescontest)

To participate, visit the official EFRS [Facebook](#) and [Twitter](#) pages

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