

Media Advisory

June 12, 2015

City of Edmonton

Edmonton Fire Rescue Services and Province kick off "Stub it Right, Don't Ignite" campaign

Announcement of new measures to fight fires caused by the improper disposal of smoking material

Fire Chief Ken Block and Jeremy Wagner, Deputy Fire Commissioner from the Office of the Fire Commissioner, Alberta Municipal Affairs will announce the kick-off to *Stub it Right, Don't Ignite*, a campaign aimed at teaching people how to properly dispose of smoking materials, as well as raise awareness of the tragic effects these fires can have on communities.

Date: Monday, June 15, 2015

Time: 10 a.m.

Location: Fire Station 1, 10351 96 Street NW

Over the last five years, the improper disposal of smoking materials has caused over \$45 million in damages to multi-dwelling homes. This figure includes the four-story Clareview condo complex fire in May that resulted after a stubbed cigarette butt was improperly discarded. The blaze displaced approximately 300 residents, and resulted in the total loss of the building.

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