

"Stub it Right, Don't Ignite": Edmonton Fire Rescue and province launch new campaign

Fire Chief Ken Block and Jeremy Wagner, Acting Deputy Fire Commissioner, Office of the Fire Commissioner, Alberta Municipal Affairs announced new measures to fight fires caused by the improper disposal of smoking materials.

Edmonton Fire Rescue Services and Alberta Municipal Affairs are launching a public safety campaign aimed at curbing the number of fires caused by improperly disposed of smoking materials.

The *Stub it Right, Don't Ignite* campaign will teach people how to properly dispose of smoking materials as well as raise awareness of the tragic effects these fires can have on communities. Since 2010, the improper disposal of smoking materials has caused more than \$45 million in damages to multi-dwelling homes.

"Fires caused by the improper disposal of smoking material are completely preventable, and yet are the cause of some of our city's most dangerous and devastating fires," said Fire Chief Ken Block. "As we have seen, the actions of an individual can have a profound and permanent impact on residents, emergency services and our city at large.

"I am personally asking Edmontonians to take responsibility for their actions related to fire use. If you are going to smoke, it must be disposed of in a proper receptacle. Let's work harder to keep each other safe."

Edmonton Fire Rescue Services (EFRS) and its safety partners will pursue stricter enforcement of fire code regulations that require multi-dwelling complexes to supply proper receptacles if smoking has not been prohibited. EFRS will also explore other improved fire safety features that will limit the spread of fire that originate on balconies of multi-dwelling complexes built under previous building codes.

"Last year, seven people in Alberta lost their lives because smoking materials were not safely extinguished," said Deron Bilous, Minister of Municipal Affairs, responsible for the Office of the Fire Commissioner. "Please remember that fire safety is a responsibility we all share. Edmonton Fire Rescue Services have launched an important life-saving awareness campaign and I commend them on their initiative."

Over the past five years, 97 fires have been attributed to the improper disposal of smoking materials. That 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.

For more information:

[Preventing Smoking Materials Fires](#)

[Office of the Fire Commissioner](#)

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