# News Release on Alarm Placement

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**(NAME OF FIRE DEPARTMENT) Urges Homeowners to Make Smart Choices when Installing Smoke Alarms Throughout Their Home**

Working smoke alarms throughout the home increases the chances of surviving a fire

In an effort to reduce the number of home fire deaths, the (INSERT DEPARTMENT NAME) recommends important smoke alarm information to make sure everyone in the home can hear the alarm.

**Smart Choices for Smoke Alarm Placement**, an education initiative supported nationally by the International Association of Fire Chiefs, encourages homeowners to understand smoke alarms and think strategically about their placement.

“Smoke alarms have been proven to increase the chances of survivor by giving the residents additional time to get out of the house,” explained (INSERT FIRE DEPT. NAME) Fire Chief (INSERT CHIEF’S NAME). “However, many residents do not have enough working smoke alarms in their home which leaves them under protected. This is a major issue as 75 percent of all fire deaths occur in the home. That’s close to 2,980 people who die in the United States each year as the result of a fire in their home.”

Installing smoke alarms throughout the home increases the chances of surviving a fire, added (INSERT CHIEF’S NAME). Additionally, installing alarms throughout the home enables residents to maximize the benefits of different alarm features and reduce nuisance alarms that can temp people remove alarms or batteries.

On average, families have less than three minutes from the time the first smoke alarm sounds to escape a fire. The sooner an alarm is heard, the more time there is to respond.

“The most important thing is to ensure that there are working UL-listed smoke alarms on every floor of the home, in hallways, in living areas, inside bedrooms and outside of sleeping areas,” (INSERT CHIEF’S NAME). “It is also important to remember that smoke alarms do not last forever. Smoke alarms should be replaced every 10 years and tested monthly.”

Homeowners should especially make sure they have alarms in every bedroom or just outside the bedroom in the hallway. According to a recent report by the U.S. Fire Administration:

* Roughly 65 percent of home fire deaths are caused by fires in just three rooms: living rooms, bedrooms, and kitchens. (NFPA)
* Half (52%) of all home fire deaths occur between 11 PM and 7 AM, when most people are asleep. ([NFPA](https://www.nfpa.org/-/media/Files/News-and-Research/Fire-statistics-and-reports/Building-and-life-safety/oshomes.pdf))

For more information on home fire safety, go to [www.SmartAlarmChoices.org](http://www.smartalarmchoices.org/).