



American Red Cross



BOB JONES UNIVERSITY
EST. 1927



NEWS RELEASE

Families in Poe Mill to Receive Free Smoke Alarms, Fire Safety Information

Teams of volunteers from the American Red Cross and Bob Jones University, along with firefighters from Parker Fire Department, will visit homes in the Poe Mill area of Greenville on Saturday installing free smoke alarms

GREENVILLE, S.C. (March 7, 2017) — Seven people die in home fires in the United States on a typical day. Most Americans believe they have five minutes to escape their home. They don't.

To build more resilient communities, the American Red Cross (ARC) and Bob Jones University (BJU) are working together to protect families from the most common disaster in the country, home fires. This weekend volunteers from ARC and BJU—along with firefighters from the Parker Fire Department will be visiting homes in the area of Poe Mill to show people how to be prepared for home fires. The teams will install free smoke alarms where needed.

The effort is part of the Red Cross Home Fire Campaign -- an initiative that aims to reduce deaths and injuries caused by home fires by 25 percent in five years. To date, the campaign has saved more than 130 lives across the country, 20 of these are in South Carolina.

The fire safety and smoke alarm blitz will take place on Saturday, March 11. Teams of volunteers and firefighters will be going door-to-door, meeting with families to test and install smoke alarms, helping them create a home fire escape plan. They will also discuss the importance of having everyone in the household know what to do in case of a fire.

Media is invited to attend the event.

Who: American Red Cross
Bob Jones University
Parker Fire Department
Greenville County Emergency Management
Greenville County Sheriff's Office

When: Saturday, March 11
9 a.m. – 3:00 p.m. (media availability 10 a.m. – 1 p.m.)

Where: Poe Baptist Church,
13 2nd Ave. Greenville, SC 29609

Contact: Melise Ellison, (864) 607-3201
Meagan Ingersoll, (336) 409-9603

Last year in South Carolina, the Red Cross helped more than 5,600 people after home fires.

A Red Cross survey showed that 65 percent of respondents mistakenly believe that they have at least five minutes to escape a burning home – more than twice as long as they really have. Most parents (64 percent) believe their children would know what to do or how to escape with little help, but they haven't taken key steps to keep their loved ones safe.

Sponsors for the event include Ingersoll & Hicks, PLLC, Wheeler & Associates, CPAs, Keller Williams, Mount Calvary Baptist Church, Morningside Baptist Church, and BJU Center for Global Opportunities, as well as the BJU Alumni Association and Student Alumni Association.

Special thanks is given to The Donut Experiment and Domino's Pizza for providing breakfast and lunch for the volunteers.

For more information about [home fire preparedness](#), to [become a Red Cross volunteer](#), or to make a financial contribution to Red Cross visit www.redcross.org/SC.

About the Home Fire Campaign in South Carolina:

The American Red Cross, along with its partners, including the South Carolina Office of State Fire Marshal, the South Carolina Firefighters Association, local fire departments, and community and corporate partners, is working to save lives, reduce injuries, and preserve property through the Home Fire Campaign. Together, they will be keeping families safe across South Carolina by installing 50,000 smoke alarms and teaching people how to lessen their chances of suffering from a home fire. The Home Fire Campaign is made possible due to the generous support of BlueCross BlueShield, Sandra Klein, Coastal Community Foundation, Colonial Life, Hilton Head Island Foundation, John I Smith Charities, Kentwool Manufacturing, McLeod Health Systems, South of the Border Foundation, State Farm, The Graham Foundation, Nucor Steel, WestRock, G&P Trucking, Roper Saint Francis Physicians Endowment, MUSC Health, Cornell Dubilier, Dominion Resources, Choate Construction, Berkeley Electric Cooperative, Bank of America Foundation, and generous individuals across South Carolina.

About the American Red Cross:

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org/SC or follow us on Twitter [@RedCrossSC](https://twitter.com/RedCrossSC).

###