



Media Event Advisory

101 Toronto Fire Inspectors Kick-off Ontario's 4th Annual "12 Days of Holiday Fire Safety" Campaign In Massive Mall Outreach

What: 101 Toronto Fire Inspectors will join Ontario's Fire Marshal and Toronto's Fire Chief to formally kick-off the province-wide holiday home safety campaign - the 12 Days of Holiday Fire Safety. Following brief details of the campaign by Fire Marshal Ross Nichols and Fire Chief Jim Sales, the 101 Inspectors will fan out to share fire and carbon monoxide safety tips with unsuspecting mall goers at the Scarborough Town Centre and present 1,010 gift bags containing smoke alarm from Kidde Canada. Residents across the province will be encouraged to retweet the 12 daily holiday tips from @safeathometips.

When: Tuesday, December 8th, 11:30 am

Where: Centre Court (AKA Planet Santa), Lower Level, Scarborough Town Centre

Visual Ops:

- Santa, Sparky the Fire Dog & 101 Fire Inspectors in front of Santa display
- 4 foot Holiday Fire Safety Greeting Card with Tips
- Fire personnel gifting smoke alarms to public, educating them on holiday dangers and how smoke and carbon monoxide alarms work

For more information:

Conrad Galambos, 905-979-7039, cgalambos@sympatico.ca