



## MEDIA ALERT

### Wednesday, October 10, 2007

Destructive Fire Demonstration Scheduled for National Fire Prevention Week

Officials to Demonstrate Dangers of Fire and Importance of Sprinklers and Fire Protection

*Note: National Fire Prevention Week is October 7-13, 2007*

#### I N F O R M A T I O N

**What:** Fire officials, advocacy organizations and local business owners will host a live fire safety demonstration during National Fire Prevention Week to demonstrate the dangers of fire and importance of fire safety protection and prevention measures. Fire and industry professionals (including Spanish-speaking professionals) will be on hand to demonstrate fire safety techniques and provide tips on fire safety.

**When:** 1:00 PM

**Where:** Site of New Brownstone Development  
1 Hoboken Ave.  
Jersey City, N.J. 07310

**Who:** National Fire Sprinkler Association  
New Jersey Fire Sprinkler Advisory Board  
Jersey City Fire Department  
Jersey City Department of Housing, Economic Development & Commerce  
110 Hoboken Avenue Development Urban Renewal Co., LLC  
Hoboken Brownstone Company

#### V I S U A L S

The Side-by-Side Demonstration Burn – Two 8' x 8' rooms built side-by-side and fully furnished will be lit on fire to demonstrate how quickly a fire can grow, the phenomenon of flashover, and the effectiveness of fire sprinklers.

Fire Fighters & Officials – Interviews available with fire sprinkler experts and fire fighters demonstrating fire safety techniques and tips associated with the National Fire Prevention Week theme, "Planning Your Escape." Firefighters will extinguish a room that has achieved flashover as part of the simulation. Fire trucks, hoses and teams for added visuals.

**Contact:** Jason Ledder / Monica Talmud with R&J Public Relations  
Phone: 1-908-722-5757 / Cell: 1-908-635-1295 / [mtalmud@randjpr.com](mailto:mtalmud@randjpr.com)

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