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COMMON VOICES RECEIVES GRANT FOR NATIONAL MEDIA CAMPAIGN TO FOCUS ON BUILDING SAFE HOMES WITH FIRE SPRINKLERS

Thursday, April 8, 2010, Patterson, New York – The National Fire Sprinkler Association is very pleased to announce the Common Voices Coalition received notification from the 2009 Assistance to Firefighters Grant (AFG) Program, Fire Prevention program, administered by the U.S. Department of Homeland Security that their grant in the amount of \$222,290.00 was funded.

Through the AFG program, the department awards grants to firefighters, emergency response personnel and first responders throughout the country to enhance response capabilities and to more effectively protect the health and safety of the public, with respect to fire and other hazards. The grants provide resources for local fire departments and emergency medical services programs to purchase or receive training, conduct first responder health and safety programs, and fire prevention initiatives such as Common Voices.

Common Voices will use the grant funds for delivery of a national media campaign that will raise awareness of current fire prevention strategies. These strategies will focus on the fact that fire sprinklers are a critical part of a fire protection package, which includes working smoke alarms, a family escape plan, and the installation of home fire sprinklers.

John Viniello, President of the National Fire Sprinkler Association, Common Voices founding organization, said “I attribute the success of Common Voices to the group of remarkable ladies who make up its ranks. Their ability to turn unimaginable tragedy into a powerful voice of advocacy serves as inspiration to all of us in the fire protection community.” He added, “Their collective efforts are raising to new heights the level of public consciousness to the value of automatic fire sprinkler protection. This grant is well-deserved and I applaud them all for their service.”

Common Voices advocates have first-hand experience with the effects of fire, understand the devastating impact of fire on our lives and communities, and hope their efforts prevent future injuries and deaths.

For more information about Common Voices, contact them at 615-533-0305, or find them on the web at www.fireadvocates.org.

Common Voices is an Advocates' Coalition sponsored by the National Fire Sprinkler Association. The advocates that serve as the Coalitions Advisory Committee have all been directly affected by fire. By bringing their voices together, the NFSA hopes to assist the advocates in their quest to ensure that others will not have to deal with similar tragedies. This Coalition strives to make a difference by sharing their stories and influencing change.

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