FOR IMMEDIATE RELEASE

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AS NATIONAL FIRE PREVENTION WEEK APPROACHES, THE VILLAGE OF GLENCOE PUBLIC SAFETY DEPARTMENT ENCOURAGES RESIDENTS TO “LOOK. LISTEN. LEARN.”

(Glencoe, Illinois) – The Village of Glencoe Public Safety Department is teaming up with the National Fire Protection Association (NFPA) to promote Fire Prevention Week™ which begins Sunday, October 7 and continues through Saturday, October 13. This year’s campaign, “Look. Listen. Learn. Be aware. Fire can happen anywhere™,” was designed to educate the public about basic, but essential ways to quickly and safely escape a home fire.

NFPA reports that today’s home fires burn faster than ever. In a typical home fire, you may have as little as one to two minutes to escape safely from the time the smoke alarm sounds. Knowing how to use that time wisely takes planning and practice. NFPA statistics show that the number of U.S. home fires has been steadily declining over the past few decades. However, the death rate per 1000 home fires that are reported to fire departments was 10 percent higher in 2016 than in 1980.

This is why this year’s Fire Prevention Week™ is focusing on “Look. Listen. Learn.” This campaign highlights three steps people can take to help quickly and safely escape a fire:

- **Look** for places fire could start.
- **Listen** for the sound of the smoke alarm.
- **Learn** two ways out of every room.

While NFPA and Public Safety are focusing on home fires, these fire safety messages apply to virtually anywhere. Situational awareness is a skill people need to use wherever they go. No matter where you are, look for available exits. If the alarm system sounds, take it seriously and exit the building immediately.

To promote Fire Prevention Week™, Public Safety will be visiting District 35 classrooms and will be at the Glencoe Park District’s Harvest Fest event from 10 a.m.-1 p.m. on Saturday, October 6.

For more information about Fire Prevention Week™ and home escape planning, visit [www.firepreventionweek.org](http://www.firepreventionweek.org). Media inquiries may be directed to Lieutenant Esposito at (847) 461-1126 / mesposito@villageofglencoe.org.

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