



Fire Department

April 27, 2018

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MEDIA ALERT

Milwaukee Fire Department to participate in the *American Red Cross "Sound the Alarm"* *Save a Life Campaign*

- WHAT:** The Milwaukee Fire Department (MFD), the American Red Cross, along with volunteers and other community partners, will be canvassing at-risk neighborhoods to install free smoke alarms and provide fire safety and prevention information as part of the *American Red Cross "Sound the Alarm" Save a Life Campaign*.
- WHEN:** Saturday, April 28, from 8:30 a.m. to 3:00 p.m.
- KICK-OFF:** Harley-Davidson Motor Company (University Entrance), 3800 West Juneau Avenue
- DETAILS:** Nationally, every day, **seven people die in home fires**, most in homes that lack working smoke alarms. Sadly, children and the elderly disproportionately lose their lives. The American Red Cross is dedicated to improving the odds and saving lives! Twenty-one MFD fire cadets along with four MFD fire engines and other community partners will take part in this great initiative to end home fire deaths in Milwaukee.

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