



News Release

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100,000+ Homes in Northeastern Wisconsin Will Receive Valuable Fire Prevention Messages

Green Bay, WI, October 1, 2009—The Green Bay Fire Department has teamed up with Time Warner Cable, the Green Bay Public School District, and fire departments from Oshkosh to Marinette in an effort to get some much needed fire prevention tips to residents of Wisconsin. The Green Bay Fire Department is one of six departments in the United States selected for a special project spearheaded by Dr. Frank Field, the creator of a video series called *Fire Is*. ”. **Fire Is** introduces a new approach to teaching fire prevention and life safety techniques aimed at school children grades 4-8 and their parents. Unlike the “fun” approach that we are used to, where children visit the fire station and are given coloring books and watch animated videos. **Fire Is** presents to children exactly what fire is--- dangerous!

All six departments, scattered from New York to Dallas Texas, will be spreading fire safety messages to more people than they have ever reached during Fire Prevention Week. “In Green Bay, we are able to see and spread fire safety to several hundred children during Fire Prevention Week. This year we will be able to reach thousands of children and their parents, at no cost, with the help of Time Warner Cable and school district support.” said Lt. Nick Craig. Starting next Monday, which happens to be the start of Fire Prevention Week (Oct. 4-10), thru the month of October, residents in Northeastern Wisconsin will be able to view the five segment video series on Time Warner Cable (TWC).

Fire departments are encouraging children and their parents to sit down and watch the series on Time Warner Cable’s (TWTC channel 4 in G.B.) at 11am and 5:30pm Monday-Friday until the end of the month. A different segment will air each weekday and vary in length from 12-20 minutes. Residents can also use TWC channel 1111 (Wisconsin On Demand) to watch the five segments separately at their leisure. Those that do not have cable access will be able to view all segments online at www.greenbayfd.com.

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Green Bay Fire Department General Information (920) 448-3270