

*** MEDIA ALERT * * MEDIA ALERT * * MEDIA ALERT ***



**HOT LIQUIDS
BURN LIKE
FIRE.**



**Alisa Ann Ruch Burn Foundation Launches County-Wide Campaign
To Prevent Hot Liquid Burns to Children**

WHAT: The Alisa Ann Ruch Burn Foundation (AARBF) will unveil its broad-reaching campaign to prevent scald injuries to infants and toddlers. Hot liquid burns (scalds) affect thousands of children under the age of five in California each year. As one of the most damaging injuries a child can face, burns often lead to a lifetime of surgeries and disfigurement. AARBF is focused on alerting parents to this danger and teaching them how to protect their children.

The campaign, funded by a grant from the Federal Emergency Management Agency (FEMA), will inform families through advertisements on public transportation in San Francisco County, presentations to parenting groups and free age-appropriate scald prevention kits distributed by AARBF and partner organizations.

WHERE: **Saint Francis Memorial Hospital, Pierotti Pavilion - 900 Hyde St., San Francisco, CA**

WHEN: **Monday, April 7, 2008 at 9:00 a.m.**

WHO: **Joanne Hayes-White, Fire Chief, San Francisco Fire Department
Dr. Jeffrey DeWeese, MD, Burn Plastic & Reconstructive Surgeon,
Saint Francis Memorial Hospital & Bothin Burn Center
AARBF Executive Board Members and Regional Staff
Amanda King, child burn survivor and local supporter**

VISUALS: Unveiling of campaign advertisements outside Saint Francis Memorial Hospital, local political figures and fire personnel, child burn survivor

CONTACT: **Catie Heringer, Prevention Coordinator, Alisa Ann Ruch Burn Foundation, (415) 495-7223 x303, cellular (859) 620-1980, email: cheringer@aarbf.org**

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