



SAN FRANCISCO FIRE DEPARTMENT
Public Information Office

12/14/2010

Media Advisory

1300 Hrs

For Immediate Release PST
Mindy Talmadge – 415 – 558-3403
Mindy Talmadge – 415 – 699-6150 (c)

**Assemblymember Fiona Ma, SF Fire Chief Joanne Hayes-White and
Saint Francis Memorial Hospital's Bothin Burn Center Staff
Speak about Holiday Fire Safety**

**A tree will be set on fire to display the danger of not taking proper precautions.*

WHAT: San Francisco Fire Chief Joanne Hayes-White and Dr. Clyde Ikeda, Medical Director of the Saint Francis Memorial Hospital Burn Center will be discussing the importance of fire safety during the Holidays. According to the U.S. Fire Administration (USFA) fires occurring during the Holiday Season claim the lives of over 400 Americans, injure 1,650 more, and cause over \$990 million in damage.

*****Media Opportunity*****

(Excellent Visuals of how fast a dry tree goes up in flames)

WHEN: Wednesday, December 15, 2010
10:00 am

WHERE: Saint Francis Hospital
900 Hyde Street, San Francisco, entrance to Peirotti Pavilion

WHO: Assemblymember Fiona Ma, Assembly Majority Whip
Joanne Hayes-White, San Francisco Fire Chief
Dr. Clyde Ikeda, Medical Director, Bothin Burn Center
Angela Gates, RN, Service Line Director, Bothin Burn Center
Paula Fillari, RN, Clinical Director, Bothin Burn Center

A Christmas tree will be set on fire and extinguished by San Francisco Firefighters. The display will show the dangers of trees in households when precautions are not taken. "I cannot emphasize enough how important it is to be vigilant in taking precautionary measures to prevent fires, especially during the holiday season", said Fire Chief Joanne Hayes-White. "Taking a few extra precautionary steps can ensure a safe holiday season."

~more~

WINTER FIRE SAFETY TIPS

- Do not overload extension cords
- Turn off holiday lighting before going to bed
- Keep the area around any open flame free of combustible materials
- Never leave candles unattended
- Water trees daily so they don't dry out
- Keep trees away from heaters and fire places
- Recycle your Christmas tree (Do Not Burn in Fireplace)
Call Sunset Scavenger (415) 330-1300
- Keep charged fire extinguishers in a centralized location

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