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## Joint Media Press Release

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1730 Hrs.

*For Immediate Release PST*

Contact: Jonathan Baxter  
415 – 558-3404(o)  
415 – 660-0545(c)

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### **San Francisco Fire and Police Departments partner with the American Red Cross to Prevent Holiday Home Fires**

**WHAT** San Francisco Fire Department (SFFD), San Francisco Police Department (SFPD) and the American Red Cross are partnering to raise awareness of potential holiday hazards that can spark devastating home fires, many of which occur during the winter season.

**FACTS:** Between 2010-2014, U.S. Fire Departments responded to an average of 210 home fires per year that started with Christmas trees. These fires caused an average of 6 deaths, 16 injuries, and \$16.2 million in direct property damage annually. Some type of electrical distribution or lighting equipment was involved in one-third (35%) of home Christmas tree fires. Two of every five (38%) home Christmas tree fires started in the living room, family room, or den.

*Source: NFPA's "[Home Structure Fires Involving Christmas Trees](#)" report, November 2016*

In an effort to prevent holiday home fires, the SFFD will demonstrate a Christmas tree fire to show how a dry, improperly maintained tree can instantly turn the inside of a home into an inferno.

Together, we will share critical information on how residents can improve safety in their own homes and, provide information on environmentally friendly ways to dispose of Christmas trees in the City of San Francisco.

**WHEN** **Tuesday, December 20<sup>th</sup> at 2:30pm**

**WHERE** San Francisco Fire Department Treasure Island Training Facility  
600 Ave M  
Treasure Island, SF, CA.

**WHO**

- Joanne Hayes-White, San Francisco Fire Chief
- Trevor Rikken, Regional CEO, American Red Cross Northern California Coastal Region
- Officer Robert Rueca, #2267, San Francisco Police Department Media Relations Unit

**WHY**

The American Red Cross continues to partner with first responders to increase awareness and safety in the communities in which we all serve. According to the Red Cross, someone in the U.S. dies in a home fire seven times a day. The goal of this demonstration is to reduce the number of house fires this holiday season, encourage households to create an emergency preparedness plan, and learn more about the Red Cross Home Fire Preparedness Campaign. For more information, visit <http://www.redcross.org/local/ca/san-francisco>

**VISUALS**

- Live Christmas tree fire demonstration to highlight the increased risk of home fires during the holidays.
- Environmentally friendly and safe Christmas tree disposal options –SFPD

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