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Press Release—For Immediate Release

Firefox Fire Solutions Inc. is sponsoring a live demonstration, of the Fire-ED Interactive System for teaching children how to avoid becoming victims of fire, on July 19, 2017 at the Calvary Community Out of School Center in Edmonton Alberta beginning at 1:30 p.m.

Firefox Fire Solutions Inc. is an Edmonton-based company that provides innovative and technologically advanced products to the fire service. Firefox is promoting the Fire-ED Interactive System to showcase how it meets the critical need by providing children with the knowledge and skills to become fire safe responsible role models in their community.

"Our passion is to help fire departments and other community based organizations to acquire the resources they need to better educate the public," said Wayne Wald, Firefox's President. "In our recent work with several First Nations communities, I've been in awe at the lack of fire prevention education programs in those communities. When nine people lose their lives in the same house fire because there were no working smoke alarms, that's a tragedy that could have been avoided."

According to Wald, invitations for the event are being extended to fire chiefs, deputy chiefs, fire prevention officers, and civic leaders in Edmonton and the surrounding areas. "We want to give them the opportunity to see the Fire-ED Interactive System being used to teach children proper fire safety behaviors. We want them to see first-hand what a necessary resource the Fire-ED Interactive System can be to their departments."

Tracy Last, Chief Inspiration Officer at Fire-ED Interactive says, "Many fire departments in Canada face real barriers in their efforts to provide proper fire and life safety education to the children in their communities." She describes those barriers as being: (1) a lack of fire service personnel and time to deliver fire and life safety education programs, (2) a lack of funding and expertise to develop and produce effective educational programs; and (3) a lack of funding to support the ongoing development and delivery of fire and life safety education programs.

The Fire-ED Interactive System is a *one-of-its-kind* teaching resource that's been developed on the premise that the knowledge, skills, and abilities for people to avoid becoming a victim of a preventable fire can be taught by firefighters, or anyone. Anyone who has the motivation and desire to leave a positive long-lasting impact with the right type of teaching tool.

Ms. Last describes Fire-ED Interactive as such a system that's been the result of more than two decades of research and development and collaboration with professional fire and life safety

educators from across Canada and the US. "I've worked closely with fire and life safety educators and have seen their challenges first-hand. The Fire-ED Interactive System was created to support the fire service by bringing prevention education to more people, more often, with better resources and with less money than used for traditional methods of public education, like Fire Department Open Houses and a "once a year" events like Fire Prevention week, etc.," Last said.

Included in the Fire-ED Interactive System is the Community Safety Facilitator Curriculum for any adult (age 18+), such as firefighters and civilians alike, who want to enroll. All enrollees who complete the Fire-ED comprehensive on-line training will become Certified Facilitators.

The cornerstone of Fire-ED Interactive System is the "Fully Involved" Teaching Tool that taps into the way children, as young as 5-years-of-age, learn best: *tactile and hands-on learning*. The Fire-ED Teaching Tool uses six large colourful story boards representing a bedroom, living room, bathroom/hallway, kitchen, Fire Station, and Family Meeting Place (The entire system comes neatly packaged in a carrying case for easy transport).

Setting up and teaching Fire-ED "Fully Involved" Teaching Tool is easy. The Community Safety Facilitator (CSF) sets the stage for the children to then "dress up" and discover the dozens of fire hazards found in each room of the "house." Next the CSF engages in discussion with the children on how to avoid or eliminate each of the hazards and make the house safe. The teaching experience ends with a role play scenario where a hazard was purposely left unattended while the children pretend to be sleeping. A real smoke alarm sounds alerting the children to crawl low under smoke to the meeting place and use phone props to call 9-1-1, followed by "firefighters" responding to the scene.

"We've received great feedback from communities that have previously purchased our original teaching tool," Last said. "However, we've built upon that success by using on-line technology to expand the deliverables of the system" and the on-line technology includes a Fire-ED Portal for facilitators to share best practices. There is a powerful learning management system (LMS) for scheduling learning events, registering students, tracking student progress, and doing program analytics, e.g., numbers of children reached, student completion rates and more.

According to Wald and Last, the goal for this collaboration between Firefox Fire Solutions Inc. and the Fire-ED Interactive System is to show the fire service and civic leaders attending this demonstration how the Fire-ED Interactive System (click link to watch a video) is an effective solution to address the fire and life safety education needs within their communities.

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