



North American Flame
Retardant Alliance

Rebuilding Together and NAFRA Partner to Launch “Celebrate Safely” Campaign to Improve Holiday Fire Safety

*Campaign Offers Five Tips to Families on Protecting their Homes from
Fire during the Holidays*

WASHINGTON (December 1, 2014)—Rebuilding Together, a national organization devoted to safe and healthy housing, and the American Chemistry Council’s North American Flame Retardant Alliance (NAFRA), a group that represents manufacturers of flame retardants, today jointly launched a campaign to improve home fire safety over the holidays. The month-long campaign, Celebrate Safely, comes in response to an annual [increase](#) in home fires during the winter holiday season.

“The holidays are a wonderful time for families to celebrate together. Unfortunately, the combination of flammable decorations, lit candles, and increased cooking activity means that the number of home fires rises during the holiday season,” said Charley Shimanski, President and CEO of Rebuilding Together. “This year, Rebuilding Together and NAFRA are showing people what they can do to combat the danger of home fires.”

According to the [U.S. Fire Administration](#), there are over 150,000 fires each year during the winter holidays, claiming 630 lives and \$936 million in property damage. Candle fires are 1.5 times more likely to occur in December, compared to the rest of the year, according to the [National Fire Protection Association](#), and approximately [230](#) home fires start with Christmas trees each season. The low-income homeowners Rebuilding Together serves are disproportionately impacted by home fires, as holiday risks are compounded by deferred maintenance and alternative heating sources.

“The good news is that there are steps families can take to reduce the risk of holiday fires,” said Steve Risotto, Senior Director of the American Chemistry Council. “The Celebrate Safely campaign will offer tips that every family can, and should, do to improve their fire safety over the holidays.”

The Celebrate Safely campaign will run throughout the month of December and will focus on five tips to stay safe:

- **Decorate Safely.** Choose decorations that carry a UL or CSA label, indicating that they have been tested for fire safety. The American [Red Cross](#) recommends placing Christmas trees and holiday decorations at least three feet away from heat sources like fireplaces, heaters, and candles.

- **Cook Safely.** Keep things that can catch fire, such as oven mitts, towels, and wooden utensils, away from stoves and ranges.
- **Observe Safely.** Make sure to blow out lit candles when you leave the room and keep your Christmas tree hydrated.
- **Play Safely.** Keep matches and lighters out of reach from children and in locked cabinets where they cannot play with them.
- **Entertain Safely.** Make sure guests know about fire exits, be mindful of crowds near open flame sources, and make sure smoke detectors work properly.

These tips and more can be found on a new website devoted to the campaign:
www.celebratesafelycampaign.com

Throughout the month, Rebuilding Together (@RebldgTogthr) and NAFRA (@AMChemistry) will be using Twitter to share additional tips on how to stay safe from fires during the holiday season. Both organizations will be using the hashtag #CelebrateSafely and invite individuals around the country to take part in the conversation.

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About Rebuilding Together

Rebuilding Together strengthens the lives of our most vulnerable communities by providing low-income homeowners with critical home repairs, accessibility modifications and energy-efficient upgrades. Rebuilding Together's local affiliates and nearly 100,000 volunteers complete about 10,000 rebuild projects each year. As we rebuild homes, community spaces and nonprofit facilities, our lasting impact helps to stabilize and revitalize neighborhoods across the country. We believe that everyone deserves to live in a safe and healthy home.

More information at: www.rebuildingtogether.org

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About The North American Flame Retardant Alliance

The American Chemistry Council's North American Flame Retardant Alliance (NAFRA) advocates for public policies and standards that improve fire safety and ensure the safe and effective use of flame retardants to reduce the flammability of materials used in consumer products, building materials, automobiles, aircraft and many other applications.

In addition to promoting the safe and effective use of flame retardants, NAFRA's mission includes:

- supporting sustainable stewardship for flame retardants;

- establishing a dialogue with policymakers, industry representatives and other stakeholders on issues concerning flame retardants;
- engaging in the development of fire safety codes and standards where flame retardants offer an effective layer of fire protection;
- and expanding the existing knowledge about flame retardants.

NAFRA's members represent the world's leading producers and users of a variety of flame retardants. Membership is open to producers, distributors and companies that use flame retardants in their own equipment or product, and related trade associations.

NAFRA Members:

- Albemarle Corporation
- Great Lakes Solutions, A Chemtura Business
- ICL Industrial Products

More information at: <http://flameretardants.americanchemistry.com>

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