



International Association of Fire Chiefs

Providing leadership for the fire and emergency services since 1873

4025 Fair Ridge Drive • Fairfax, VA 22033 • Tel: 703.273.0911 • Fax: 703.273.9363 • www.iafc.org

October 2011

Dear Chief:

For the past 24 years, *Energizer* and the International Association of Fire Chiefs (IAFC) have worked together to remind communities across the country about the importance of fire safety through the *Change Your Clock Change Your Battery*® program. *Energizer* and the IAFC appreciate the work you and your department have done throughout the years in providing this life-saving information to communities. Thanks to you and thousands of other fire service leaders, the *Change Your Clock Change Your Battery* program is among the best known fire safety programs in the nation.

Two-thirds of home fire deaths result from fires in the homes without working smoke alarms.* A smoke alarm warning can provide those critical extra seconds people need to get out of their homes safely. This fall, we will once again join *Energizer* in urging communities to replace smoke alarm and carbon monoxide detector batteries when changing clocks back to Standard Time on **November 6, 2011**.

Materials

The *Change Your Clock Change Your Battery*® materials contain many tools you can use in your public education and media outreach efforts to encourage your community to prioritize checking their smoke alarms every fall. You will also find an order form for a *Change Your Clock Change Your Battery* banner. And, as in years' past, *Energizer* is also donating batteries to fire departments for community outreach efforts. You will find a battery donation form in the materials as well.

The Energizer Bunny® Brigade

This year, families are encouraged to visit www.facebook.com/energizerbunny to join the Energizer Bunny® Brigade and take the pledge to change the batteries in their smoke and carbon monoxide detectors. As first responders, we know the importance educating families on potential fire hazards in their homes. This is why we are asking families to take the pledge to make fire safety a priority.

By doing so, they will also be entered to win a home fire safety makeover and smoke alarms. If you have any questions, please call the Change Your Clock Change Your Battery program hotline at 314-727-5700, ext. 108 or contact the IAFC at 703-272-0911 x329. We ask that you please remember to credit *Energizer*, our longtime and valued partner, in your community and media outreach and consider using *Energizer*® brand batteries in smoke alarm demonstrations and neighborhood canvasses.

Thank you again for your support. Together we will help save lives!

Sincerely,

Chief Al H. Gillespie, EFO, CFO, MIFireE
President and Chairman of the Board