

CDF NEWS RELEASE

California Department of Forestry and Fire Protection



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**NEW FIRE SAFETY VIDEO HELPS CALIFORNIA HOMEOWNERS
PROTECT THEIR HOMES AND COMMUNITIES
PREMIERE ON KVIE TV WEDNESDAY APRIL 27, 2005 AT 7:30 P.M.**

Sacramento— Can a video change the way people live? Several government and private agencies are hoping it can and a statewide promotional effort is now underway to make it happen.

The video called “California Living: Fire Safe” will debut on KVIE TV **Wednesday April 27 at 7:30 p.m.** Hosted by Vicki Liviakis, a wildfire survivor and television news reporter in San Francisco, and Craig Miller, a member of the Alameda County Sheriff’s Search and Rescue Unit, the half hour video uses personal accounts to offer practical tips such as how to follow building codes and incorporate fire resistant building material into a home’s construction. It will show homeowners how simple and easy it is to make their homes and communities safer from wildfire.

The California Department of Forestry and Fire Protection (CDF), the Governor’s Office of Emergency Services, and the California Fire Safe Councils created this video with grants from the Federal Emergency Management Agency (FEMA) and Pacific Gas and Electric Company. The DVD will be distributed to the media statewide as well as community groups, homeowners associations and schools.

From Oakland to Riverside, “California Living: Fire Safe” takes viewers to locations throughout California, demonstrating step-by-step how homeowners living in fire danger zones can protect their loved ones, homes and communities from the devastating effects of wildfire. Helpful instructions include how to create defensible space on property, identify potential hazards, and select fire retardant landscaping. Viewers are also introduced to community groups that work to minimize a fire’s threat to an area.

Each year in California, more than 10,000 wildfires burn out of control, threatening private homes and local communities and costing the state tens of millions of dollars in damages.

(more)



“Following the disastrous loss of property and lives 2003, and a wet 2004 winter that resulted in a heavy grass undergrowth across the state, it is imperative that Californian’s take the initiative to be fire safe,” said Chief Dale Geldert, California Department of Forestry and Fire Protection.

“More California homeowners understand that it’s their personal responsibility to make their homes fire safe,” said CDF Deputy Chief of Public Education Dick Hayes. “Fire season is year-round, so it benefits our communities when our homes are fire safe, inside and out. ‘California Living: Fire Safe’ is a valuable tool that helps homeowners do what they can to control nature’s wrath.”

The production and distribution of “California Living: Fire Safe” was made possible through the joint efforts of the California Department of Forestry, Office of Emergency Services, Federal Emergency Management Agency, the California Fire Safe Council and Pacific Gas and Electric Company.

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