



**American
Red Cross**

Cascades Region
3131 N. Vancouver
Portland, OR 97227
redcross.org/cascades

News Release
NEWS RELEASE

Monique Dugaw
Communications Director
Phone: (503) 528-5629
monique.dugaw@redcross.org

Red Cross & Fire Department Partners Install 1,000+ Free Smoke Alarms in Oregon in Two Weeks

Free smoke alarm installations are part of the Red Cross Sound the Alarm initiative, a nationwide effort to reduce death and injury related to home fires by installing 100,000 smoke alarms across the nation between April 28 and May 13.

PORTLAND, Ore., May 14, 2018 — The local American Red Cross in Oregon and Southwest Washington exceeded the goal of installing 1,000 free smoke alarms in homes that needed them as part of the *Sound the Alarm* initiative. Throughout the initiative 1,266 smoke alarms were installed in homes that needed them, and fire safety education was delivered to 408 households.

Red Cross *Sound the Alarm* events were conducted in cities throughout the United States between April 28 and May 13. Oregon hosted three *Sound the Alarm* events in Sutherlin (April 28), Madras (May 5) and Portland (May 12).

Fire department partners for each event include the Sutherlin Fire Department, Jefferson County Fire District #1 and Portland Fire & Rescue.

“I am extremely grateful to our Red Cross workforce and to our fire department partners for making this campaign such a success,” said Candace Horter, chief executive officer of the Red Cross Cascades Region. “Our work is preventing tragedies and ultimately saving lives.”

VIEW PHOTOS FROM EACH EVENT:

Sutherlin: <https://spaces.hightail.com/space/ggBgmqQmV0>

Madras: <https://spaces.hightail.com/space/f2C04BexIL>

Portland: <https://spaces.hightail.com/space/60PaM7x2rJ>

ABOUT RED CROSS HOME FIRE CAMPAIGN:

The Red Cross responds to nearly 64,000 disasters a year, the majority of which are home fires. Working smoke alarms in a home cut the risk of death by half, and having an escape plan further improves the odds of survival. Across the country, the Red Cross efforts to end home fires are making a difference. As of April 2018, the Red Cross and our partners have saved 416 lives and installed more than 1,103,000 free smoke alarms.

About the American Red Cross

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org/Cascades or find us on Facebook at Red Cross Cascades, Twitter at @RedCrossCasc and on Instagram at @RedCrossCascades.