



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Change your Clock, Change your Battery Daylight saving time begins on Sunday, March 14

Novi, Mich., March 12, 2010 – The Novi Fire Department has joined fire departments across the country in the annual “Change Your Clock, Change Your Battery” campaign. This simple program is designed to save lives by encouraging people to change their smoke alarm battery when they move their clocks forward when Daylight Saving Time begins. The time change takes place this Sunday, March 14.

Since 1987, the International Association of Fire Chiefs (IAFC) and Energizer batteries have joined forces to raise awareness about the issue that nonworking smoke alarms are often responsible for home fire deaths and injuries. Now, thanks to the participation of residents all across America, and the dedication of more than 6,000 Fire Departments, home fire deaths continue to be on the decline.

Unfortunately, damage from two recent fires in Novi may have been lessened if the homes had smoke detectors. Novi’s Director of Public Safety/Chief of Police David E. Molloy reminds everyone of the importance of this life saving device. “Having a working smoke detector in your home is essential to your family’s safety. Working smoke alarms cut the risk of death in reported home fires nearly in half.”

According to the IAFC, although 95 percent of homes have smoke detectors, 20 percent do not work due to worn out or missing batteries. With the peak time for home fire fatalities between 10 p.m. and 6 a.m., when most families are sleeping, an operable smoke detector most often provides the valuable time victims need to get to safety.

“The Novi Fire Department would like to help residents who can’t afford to purchase smoke alarms or those not capable of installing or testing smoke alarms,” notes Director Molloy. “Working together, we can ensure that every resident is protected. Those in need of assistance are encouraged to contact the Novi Fire Department at (248) 349-2162.”

For more information about the Novi Fire Department, visit cityofnovi.org.

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