



OFFICE OF THE FIRE CHIEF

Essa Fire Department

PRESS RELEASE

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FATAL FIRE IN THE BRONX HAS A LESSON FOR US ALL

ESSA, ON – After several recent false alarm incidents, a frustrated Fire Chief says people are still not getting the message about working smoke and carbon monoxide (CO) alarms.

“Both departments recently had multiple false alarms as a result of smoke or CO alarms not working. Fires happen and it might not even be your fire that costs you everything; the Bronx fire has taught us that,” Essa Fire Chief Cynthia Tustin explains.

Chief Tustin referenced the horrific fire that occurred in New York City’s Bronx area on December 28th. Originally started by a toddler playing with the stove in his family’s unit, the fire spread and, despite the FDNY’s 3-minute response time, killed 12 people on various floors of the apartment building; 4 of the victims were children. Other civilians and several firefighters were also injured.

Such a tragic event plus the repeated false alarms is prompting Chief Tustin to plead with the community. “Look at your family, your pets, your possessions, your own life, even your iPhone. What are they worth to you? What does a new battery or a new alarm cost? Only working alarms give you the time you need to safely escape.”

Chief Tustin adds that fires are definitely costly but false calls have a price, too. “Every false call is an unnecessary cost to taxpayers and multiple false calls exhaust the passion of the volunteer firefighters who have to leave their family or their job to respond. The alarm industry has come up with handy products like 10-year sealed battery alarms, smoke/CO combination units and even alarms with a hush feature. Whatever the excuse for not having working alarms, the industry has solutions.”

Chief Tustin reminds residents that the law requires working alarms and that smoke and CO alarms do expire. An expiry date or date of manufacture is printed right on the alarm unit. Any alarm that is 10 years or older, or is expired, must be replaced immediately. Some units, depending on the manufacturer, expire in less than 10 years. All alarms should be tested monthly and have their batteries replaced at least once a year. For these tips and more, follow @essafire on twitter or contact the fire department.

FOR MORE INFORMATION:

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