



**American
Red Cross**

Western and Central NY Region
Southern Tier Chapter
620 East Main Street
Endicott, NY 13760
www.redcross.org
twitter.com/oneredcrossny

News Release
NEWS RELEASE

FOR IMMEDIATE RELEASE
Chief Communications Officer:
Jay Bonafede
Office: (716) 878-2372
Cell: (716) 435-7468
Joseph.bonafede@redcross.org

Join the Red Cross to *Sound the Alarm* and Save Lives from Home Fires

Volunteers to install 100 free smoke alarms in Southern Tier Sept. 23-Oct. 15

ENDICOTT, NY, August 11, 2017 — The American Red Cross asks everyone to help ***Sound the Alarm*** in the Southern Tier, and be part of the nationwide Red Cross effort to help reduce the number of deaths and injuries caused by home fires.

Here in the Southern Tier, the Red Cross is holding a ***Sound the Alarm*** home fire safety and smoke alarm installation event between September 23-October 15. Red Cross volunteers and local partners will be canvassing neighborhoods, installing 100 free smoke alarms, replacing batteries in existing alarms, and helping families create escape plans.

A ***Sound the Alarm*** kickoff event will take place at the Southern Tier Chapter, 620 East Main Street in Endicott, at 10am on Friday, August 25. Several members of the Regional ***Sound the Alarm*** Cabinet, listed below, are expected to attend, as well as Red Cross staff, board members, and volunteers. Other partners working with the Red Cross include: National Fire Adjustment, Inc.; National Grid; CNY Community Foundation, Inc.; Corning Foundation; Lewis Tree Service; Pyramid Management Group, Dryden Mutual Insurance Co., Stephanie S. Kata Foundation; and Greater Rochester Health Foundation.

“Over the last 12 months, volunteers in the Southern Tier have responded to 67 home fires. In fact, home fires are the biggest disaster threat our community faces, killing seven people in this country every day,” said Colleen McCabe, Southern Tier Chapter Executive Director. “Please help us ***Sound the Alarm*** by volunteering to install smoke alarms in your community, making a financial contribution, or taking steps to protect your own family from home fires.”

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. The Red Cross wants to end these tragedies and save lives, the reason why the organization launched the Home Fire Campaign in 2014.

Across the country, the Campaign is making a difference. As of June 30, 2017, the Red Cross and our partners across the country have saved at least 260 lives, including [two in Buffalo](#) and [one in Rochester](#). Between July 1, 2016-June 1, 2017, volunteers installed 461 smoke alarms in the Southern Tier.

For more information, or to schedule an alarm installation, please visit www.soundthealarm.org/wcny.

2017-2018 Western and Central New York Sound the Alarm Cabinet Members

Co-Chairs

Mr. Ronald Papa, CEO, National Fire Adjustment Company, Inc.

Mr. John Spink, Vice President, Control Center Operations, National Grid

Members

The Honorable Fred Akshar, NYS Senate District 52

Mr. Mike Beckwith, The Raymond Corporation; Deputy Fire Coordinator, Chenango County

Ms. Julie Bellone, Austin Physical Therapy

Dr. Cedric Alexander, Deputy Mayor, City of Rochester

The Honorable Chris Collins, Congressman, 27th District

Mr. Elton Davis, Deputy Chief, Syracuse Fire Department

Mr. Robert Duffy, President, Greater Rochester Chamber of Commerce

The Honorable Patrick Gallivan, NYS Senate District 59

Ms. Nikki Hamblin, Manning & Napier

Mr. Vincent Horrigan, Chautauqua County Executive

The Honorable Pamela J. Hunter, NYS Assembly District 128

The Honorable Timothy Kennedy, NYS Senate District 63

The Honorable Donna Lupardo, NYS Assembly District 123

Mr. Terry Madden, Senior Vice President, O'Brien and Gere Engineers, Inc.

Ms. Katherine McClung, Bond, Schoeneck & King, PLLC

Ms. Tiffany Millerd, Fagan Engineers

The Honorable Angelo Morinello, NYS Assembly District 145

The Honorable Robert Oaks, NYS Assembly District 130

Mr. Patrick O'Flynn, Monroe County Sheriff

The Honorable Philip A. Palmesano, NYS Assembly District 132

The Honorable Joseph E. Robach, NYS Senate District 56

Ms. Ann Rooney, Deputy Executive for Human Services, Onondaga County

Mr. Julio Saenz, General Manager, Poder 97.1 FM

Mr. John Schreiber, Fire Chief, City of Rochester

Ms. Maryellen Spoonhower, Dryden Mutual Insurance Company

The Honorable Albert A. Stirpe, Jr., NYS Assembly District 127

Mr. Peter Wallin, Wallin Insurance Agency, Inc.

Ms. Lovely Warren, Mayor, City of Rochester

Mr. Michael Weiner, President and CEO, United Way of Buffalo and Erie County

Mr. Corey Williams, Data Analyst, Office of Shared Accountability, Syracuse City School District

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 or visit us on Twitter at [@RedCross](https://twitter.com/RedCross).

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