



Ronald Siarnicki, executive director, National Fallen Firefighters Foundation. "National Fire Protection Association (NFPA) statistics show that two-thirds of all home fire deaths occur in homes with either no smoke alarm or no working alarm, and the primary reasons smoke alarms fail to operate are dead or missing batteries."

Consumers can visit [www.AlarmPledge.com](http://www.AlarmPledge.com) to affirm their commitment to home fire safety by taking the "Be a Hero, Save a Hero" pledge. Participants can generate a donation by sharing their commitment via Facebook and Twitter, choosing to "Like" Kidde on Facebook, or by entering for the chance to win a six-day/five-night trip for two to the 2013 CMA Music Festival.

#### **About Kidde**

As the world's largest manufacturer of fire safety products, Kidde's mission is to provide solutions that protect people and property from the effects of fire and its related hazards. For more than 90 years industry leaders, the military, airlines and firefighters have relied on Kidde to deliver superior fire detection and suppression. Consumers will find that same advanced fire safety technology in Kidde's residential and commercial smoke alarms, carbon monoxide alarms, fire extinguishers and other life safety products.

Based in Mebane, N.C., Kidde is part of UTC Climate, Controls & Security, a unit of United Technologies Corp., a leading provider to the aerospace and building systems industries worldwide. For more information, visit [www.kidde.com](http://www.kidde.com).

#### **About the National Fallen Firefighters Foundation (NFFF)**

The United States Congress created the NFFF to lead a nationwide effort to remember America's fallen firefighters. Since 1992, the nonprofit foundation has developed and expanded programs to honor fallen fire heroes and assist their families and coworkers. The NFFF also works closely with the U.S. Fire Administration to help prevent and reduce line of duty deaths and injuries. For more information on the Foundation and its programs contact us at 301-447-1365 or visit [www.firehero.org](http://www.firehero.org).

#### **About Help the Good Guys**

Help the Good Guys® is a nonprofit organization that provides financial support to injured firefighters and their families. Since 2009, HTGG has helped to ease the emotional and financial burden for firefighters who have experienced illness or injury in the line of duty. Based in Nashville, TN, Help the Good Guys sponsors music events and concerts to raise money and awareness for these community heroes.

Country star BUCKY COVINGTON serves as the organization's official spokesperson, donating time and talent to help raise funds and awareness. To learn more, visit [www.helpthegoodguys.com](http://www.helpthegoodguys.com) and [www.buckycovington.com](http://www.buckycovington.com).

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Editors' Note: \*The referenced survey was conducted by Kelton on behalf of Kidde. Survey results are available at [www.worryfreealarm.com](http://www.worryfreealarm.com).