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FOR IMMEDIATE RELEASE

ARIZONA STATE FIRE MARSHAL URGES SAFE FIREWORKS CELEBRATION THIS HOLIDAY SEASON IN NEW PUBLIC SERVICE ANNOUNCEMENTS

PHOENIX – Arizona State Fire Marshal Robert Barger today unveiled three new television public service announcements (PSAs) that underscore the danger of illegal fireworks and encourage Arizonans to celebrate safely and responsibly this holiday season with state-approved fireworks.

“There’s a new state law which permits adults to purchase and use safe, state-approved consumer fireworks,” said Barger. “The Office of the State Fire Marshal and your local fire department are asking Arizonans to celebrate safely and responsibly.” Barger goes on to remind viewers in one of the PSAs that, if the firework item “...explodes or goes up in the air, it’s both dangerous and illegal in Arizona.”

In the second PSA, Barger provides Arizonans with some simple safety rules on using state-approved fireworks and concludes with a stern admonition, “Remember, a safe and responsible celebration is no accident!”

In the third and final PSA, the State Fire Marshal attempts to clear up any confusion as to what type of fireworks are “state-approved” in Arizona. He advises viewers that only a limited variety of fireworks are approved for use in Arizona and that, “These consist primarily of static, ground-based fountains and spinners, some handheld items and novelty items.” The spots will begin airing on Monday December 20 and will continue through the New Year.

On December 1, 2010, a limited variety of “permissible” consumer fireworks, which are now more commonly being referred to as “state-approved fireworks”, became legal for sale in Arizona for the first time since the 1940’s ban prohibiting all consumer fireworks. Arizona’s new law, HB 2246, allows only this limited variety of consumer fireworks which are basically non-aerial and novelty items and which specifically exclude such items as bottle rockets, skyrocket, missile-type rockets, helicopters, torpedoes, roman candles, firecrackers, aerial shells and mortars. Additionally, the law allows cities and towns to regulate the use within their incorporated areas. Use of any fireworks, including state-approved fireworks, on state lands is prohibited. Violators are subject to a \$1,000 fine.

Please check with your local fire department to see what the rules and regulations are and what days, hours of the day and locations these state-approved fireworks may be used in your community. The State Fire Marshal has produced a safety brochure entitled “Celebrate Safely!” which provides some common sense tips on the safe and responsible use of state-approved fireworks. For more information go to www.az-fireworks.com.

NOTE TO EDITORS, ASSIGNMENT EDITORS AND REPORTERS: All three PSAs, as well as the Arizona State Fire Marshal’s safety brochure, are available for viewing and downloading at www.az-fireworks.com. Stations desiring high-resolution copies of the three State Fire Marshal PSAs for broadcast as public service announcements may contact Revell Communications at (916) 443-3816.

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