



The Electrical Safety Foundation International Launches 2008 Holiday Safety Campaign

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Rosslyn, VA – The Electrical Safety Foundation International (ESFI) has launched its 2008 Holiday Safety Campaign. This national safety awareness campaign offers a wide variety of resources to help individuals and local communities take steps to prevent the risk of electrical hazards before, during, and after the holiday season.

It is easy to get caught up in the holidays. Whether preparing to entertain guests, attempting to decorate your home and property, or trying to take a budget-conscious approach to holiday gift giving, the intense and time-sensitive demands brought on by the holiday season can be all-consuming – often at the expense of safety. According to the U.S. Fire Administration, nearly 130,000 fires will be reported in December alone, causing more than 400 fatalities and 1,600 injuries.

As the excitement of the season is celebrated with decorative displays and festive celebrations, people are inadvertently exposed to greater risk of becoming the victim of a fire or electrical accident, such as shock and electrocution.

“ESFI’s Holiday Safety Campaign offers a timely opportunity to remind families and communities nationwide to remain vigilant and cautious throughout,” said Brett Brenner, president of the Electrical Safety Foundation International. “In keeping with the theme of tradition that permeates every aspect of the holiday season, I invite every family to begin a new tradition this year, one that is firmly rooted in the concept of safety and can be reinforced year after year.”

ESFI’s 2008 holiday safety materials are now available on the foundation’s holiday web site at <http://www.holidaysafety.org>. This seasonal feature is dedicated exclusively to providing helpful information about holiday electrical safety to the public community.

For additional information about the Electrical Safety Foundation International and the 2008 Holiday Safety Campaign, please visit www.electrical-safety.org or www.holidaysafety.org.

About ESFI

The Electrical Safety Foundation International (ESFI) is the leading authority on electrical safety issues. Our mission is to reduce electrically-related deaths and injuries through public education that keeps electrical safety at the forefront in people's mind. ESFI provides the general public, school children, and the workforce with the resources necessary to aid in the prevention of deadly electrical accidents.

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