



News Release

For Immediate Release

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Contact: Pauline Aguayo, City Public Information Officer
paguayo@cityofmontebello.com

71 Montebello Homes Receive Free Smoke Alarms Montebello Fire Department & the American Red Cross Team Up to Install and Educate

Montebello, CA – According to the National Fire Protection Association, more than one-quarter (27%) of reported fires in 2014-2018 occurred in homes and more than three-quarters (77%) of civilian fire death – and almost three-quarters (73%) of all reported injuries – were caused by home fires. For the first time since the start of the pandemic, the American Red Cross, in partnership with Montebello Fire Department (MFD), was able to deploy volunteer teams into the community to get smoke alarms and fire safety education out to the public. On the morning of May 8, volunteers installed 96 free smoke alarms through the “Sound the Alarm” program. The Red Cross, MFD and Recreation and Community Services department want to reduce at-home fires by half while also educating those living in underserved areas throughout the City’s south side.

Teams of three, which included a fire safety educator, a Montebello Firefighter, and a smoke alarm installer, canvassed the south-side area, which led to 71 homes being educated. In a one-day effort, 218 individuals created fire-emergency plans and a total of 96 smoke alarms were installed in homes. Regularly administered by the American Red Cross, “Sound the Alarm” was recently reactivated for the first time in 2021 thanks to new COVID-19 re-opening guidelines from Los Angeles County. Future programs and location offerings in Montebello will be determined by the American Red Cross and shared publicly when available.

We encourage residents to keep their family safe by signing up for the American Red Cross’ personalized preparedness classes and creating an escape plan to further improve the odds of survival in a home fire. You can learn more by visiting their website here:

<https://www.redcross.org/local/california/los-angeles/about-us/our-work/home-fire-campaign.html>

About Montebello - Founded in 1920, Montebello is located eight miles southeast of downtown Los Angeles. Its history dates back to the days of the Franciscan missionaries and today boasts a full array of civic services including parks and recreation, police, fire and one of the region’s largest public transportation systems, [Montebello Bus Lines](#). The city has a multi-cultural population of approximately 62,000 residents covering a footprint of approximately four square miles. For more information visit www.cityofmontebello.com or follow us on [Facebook](#), [Instagram](#), and [Twitter](#).

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