



# NEWS RELEASE

Communications and Public Affairs  
1 Fire Authority Road  
Irvine, CA 92602

**FOR IMMEDIATE RELEASE:**

May. 4, 2015

**Contact:** Steve Concialdi  
714-357-7782  
[steveconcialdi@ocfa.org](mailto:steveconcialdi@ocfa.org)

## Social Media Outreach to Highlight Wildfire Awareness Week May 3-9

*Orange County Fire Authority Will Promote Education and Tips through Digital Platforms*

**Irvine, CA** – The Orange County Fire Authority (OCFA) will use social media platforms to highlight prevention and preparedness during Wildfire Awareness Week, May 3 - May 9. OCFA will raise public awareness of wildfires by offering daily tips and resources through various social media channels. Each day messages will be tailored to a specific wildfire preparedness theme, culminating with a call to action.

“There may not be a lot of time to figure out who is home, what to take, where or when to go. Take personal responsibility and learn what you can do. Firefighters train hard to prepare for wildfires, residents need to do the same,” said OCFA Battalion Chief Brian Norton.

Wildfire preparedness saves lives and reduces damage to property and the natural areas of communities. Every year thousands of acres of land and countless homes are destroyed by wildfires.

-more-

## **-2- Wildfire Awareness Week**

OCFA wants citizens to remember to prepare by using the basic phrase, "Ready, Set, Go!"

- Ready-Take personal responsibility and prepare long before a wildfire threat so your home is ready in case of a fire.
- Set-Pack your vehicle with your emergency items. Stay aware of the latest news from local media and your local fire department for updated information.
- Go-Following your Action Plan makes you prepared and firefighters able to best maneuver the wildfire; ensuring you and your family's safety.

This year's winter was one of the driest and hottest on record. California is in its fourth year of drought and these dry conditions have led to an increase in wildfire activity statewide. Many residents have built their homes and landscaped without fully understanding the impact that could result from wildfire.

Learn about wildfire preparedness by following OCFA on Facebook at <https://www.facebook.com/OrangeCountyFire> and on Twitter @ocfa\_pio. Visit ReadySetGoOC.org for further information about wildfire preparedness.

###

*The OCFA is a joint powers authority that serves more than 1.8 million residents in 23 cities and the unincorporated areas of the county.*