



**Virginia Department of Fire Programs**  
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# MEDIA ALERT

**For Immediate Release**

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## **New mobile phone application targets home fire safety in Virginia**

**RICHMOND, VIRGINIA:** The Virginia Department of Fire Programs (VDFP) has launched, *FireSafe Family VA*, a new application for mobile devices designed to assist Virginians with their home fire safety efforts. The mobile application is available as a free download for iPhone, iPad, and Android device users. The free download can be obtained by visiting VDFP's website at [www.vafire.com](http://www.vafire.com) or by going directly to the App Store (iPhone) or Google Play Store (Android) and searching for *FireSafe Family VA*.

"We're extremely excited about the opportunity to bring home fire safety right to the fingertips of our citizens," says Mark Buff, VDFP's Marketing & Communications Manager. "Our goal is to keep home fire safety prominent in their minds by providing this tool that allows the user to perform a home fire safety assessment, create a home escape plan, share that plan with family and friends, and receive periodic push notifications that will remind them to do tasks such as testing their smoke detectors monthly."

*FireSafe Family VA* is geared towards saving lives and property, while at the same time educating the user on the dangers of fire. Individuals who download the free app will learn how to protect their family and their home from fires and find out just how prepared they are. It's easy and fun, with features like:

- a fully customizable safety plan
- custom home mapping for planning emergency exits
- a safety meter that shows your current level of readiness
- information on preventing different kinds of fires
- games to help you brush up on safety
- ability to share with the whole family
- capability to receive fire safety reminders via push notifications

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VDFP worked with Pulsar Advertising to develop the mobile application all the way from the concept stage, through product testing, to final delivery of the app. "Pulsar was a great outfit to work with," says Buff. "They understood right from the start what we were looking for and helped us make it a reality."

"Pulsar Advertising was very excited to partner with the VDFP on its mobile application to support fire safety and awareness," said Jim Wright, Partner at Pulsar Advertising. "The concept we developed for the application combines educational content and engaging and fun features. The final application is something our entire team is proud of and marries perfectly with the VDFP's mission, as well as our 'Doing A World of Good' brand."

As we move into the winter months, a traditionally more active period of the year for home fires, VDFP will be actively promoting downloading and usage of *FireSafe Family VA*. Fire spreads quickly, but with *FireSafe Family VA*, information and prevention can spread even faster.

#### **About VDFP**

The Virginia Department of Fire Programs (VDFP) provides support services to approximately 785 fire and emergency service organizations and over 120,000 firefighters in the Commonwealth. Support areas include funding, professional development, public fire and life safety education/awareness, research, operational support, advocacy, and technical assistance. For more information on VDFP, please click [here](#).

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