



{DATE}

Dear Health Editor:

This year, thousands of Americans will celebrate their 65th birthday. This milestone event makes dreams of retirement, travel, and more time for grandkids a reality. Unfortunately, turning 65 also means joining an age group with the highest risk of death due to fire. More than 1,200 Americans over the age of 65 die as a result of fire each year. Many of them might be alive today if they only had practiced a few minutes of fire prevention and learned fire-safe behaviors. Consider:

- Residential fires injure an average of 3,000 older adults each year.
- Fires caused by smoking are the leading cause of fire deaths among the elderly.
- Older Adults over the age of 65 represent one of the highest fire risk groups in the United States. Adults between the ages of 65 and 75 have a fire death rate twice that of the national average. Adults between 75 and 85 years old are three times as likely to die from fire and adults over 85 years old are four times as likely to die from fire.

{INSERT YOUR ORGANIZATION'S NAME} and the United States Fire Administration (USFA), a division of the Federal Emergency Management Agency (FEMA), are working to reduce this risk and we need your help. Approximately 4,000 Americans die each year in fires and 80 percent of those deaths occur in the home. More than 25,000 per year are injured. Older adults comprise over 25 percent of fire deaths and 30 percent of fire deaths that occur in the home.

Share the fire safety message with your older adult readers and help prevent future unnecessary tragedies. The attached materials will give you background information on seniors, fire, and the United States Fire Administration. The materials also include print PSAs for insertion in your publication. Older adults hold the key to past generations, let's work to preserve those memories.

Thank you in advance for your efforts to reduce the number of fire deaths and injuries among older adults. If you have any questions or request additional information, please feel free to contact {INSERT YOUR ORGANIZATION'S CONTACT AND PHONE NUMBER}.

We will contact you soon to discuss how we can work together to *Prevent Fire. Save Lives.*

Sincerely,
{NAME AND TITLE}