

Around the House
Electrical Article #15 – Electrical Safety Month

Headline

May is Electrical Safety Month.
And (Company Name) Wants You & Your Family
to Keep Safe Now...And All Year Long!

Text

Here are some sobering statistics...not designed to alarm...simply to help make you aware.

- *In 2004, there were 410,500 residential fires in the U.S. alone, with 3,225 deaths, 14,175 injuries, and more than \$6 billion in property damage and losses..*

Here you'll find some very good advice for keeping you, your family and your home safe from the most likely causes of electrical fire.

THE FACTS

Fire-related injuries are highest in the winter months – especially December – when there are more indoor activities which, in turn, result in an increased use of lighting, heating, and appliances. Most electrical wiring fires start in the bedroom.

THE CAUSE

Electrical Wiring

- Most electrical fires result from problems stem from cords and plugs, such as extension and appliance cords, also cause many home electrical fires.

Home Appliances

- The home appliances most often involved in electrical fires are electric stoves and ovens, dryers, central heating units, and home entertainment devices.

SAFETY PRECAUTIONS

- Routinely check the wiring on your electrical appliances for any signs of wear, breaks, or fraying.
- Do not overload electrical extension cords.
- Keep electrical appliances **away from wet floors and counters.**
- When buying electrical appliances look for products which meet the **Underwriter's Laboratory (UL)** standard for safety.
- Keep clothes, curtains and other potentially combustible items **at least three feet from all heaters.**
- If an appliance has a three-prong plug, use it only in a three-slot outlet.
- Check your electrical tools regularly for signs of wear.

Finally, a working smoke alarm dramatically increases your chances of surviving a fire. **Check the batteries often** and be sure you have smoke detectors near your bedrooms, kitchen and other areas where electrical usage is the greatest.

In honor of National Electrical Safety Month, (company name) is pleased to offer you a **\$50 savings on a whole-house wiring inspection...**including your smoke detectors. When it comes to your family's safety, it's one of the wisest investments you'll ever make!

Main Coupon

Wiring Inspection

Save \$50...

...on a whole-house wiring safety inspection. This offer may not be combined with any other discount or promotion.

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Teaser Copy

Inside this Issue of “Around the House...”

May is National Electrical Safety Month. And today, we're pleased to share important information to **help protect your home and your family.**

Plus, 3 coupons you can use now...