

Nexstar News/Offer Program  
Electrical Article #7 – Fire Prevention

**Headline**

The Worst Thing About A Home Fire?  
Most Can Be Prevented!

**Subhead**

If you're an optimist, that can also be the best thing about a home fire...as in, **take steps to prevent an electrical fire *now***, and you can prevent a world of woes later on.

**Text**

During a typical year, home electrical problems result in an estimated 90,000 fires. These, in turn, cause untold injuries, loss of property...and worse. And the sad thing is, **most of these fires are caused by electrical problems, and most of these can be prevented.**

Specifically, most home electrical fires are caused by the misuse and poor maintenance of electrical appliances, incorrectly installed wiring, and overloaded circuits and extension cords. **Electrical fires are more common during the winter months**, especially in December and January when many homes are adorned – electrically and otherwise – with holiday decorations.

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In the interest of your family's continued safety, (company name) is pleased to offer you these fire prevention tips:

- **Don't overload wall sockets.** If a wall socket is warm to the touch, it's overloaded. If it's not overloaded but still warm to the touch, have it replaced immediately. Same goes for light switches.
- Regularly check your **appliances, electric tools, and extension cords** for frayed wires, bare spots, gaps in insulation, and broken or cracked sockets.
- Don't put electrical cords under rugs, over nails, or in high traffic areas. Also, **do not trap appliance or extension cords against the wall or under carpeting.** Heat can build up and start a fire.
- Clean the lint filter in your drier after every use. Also, **regularly check your exhaust hose to make sure hot air is escaping normally.**
- Keep clothes, curtains and anything else that might burn **at least three feet away from all electric heaters.**
- When buying tools, appliances, holiday lights, and more, make sure they are **approved by Underwriters Laboratories (UL)** or another independent testing facility.
- If a tool or appliance has a **three-prong plug**, use it only in a three-prong outlet.

For an added measure of prevention, (company name) invites you to **save \$50 with the attached coupon on a complete home fire safety inspection.** No matter how little the problem, we'll find it, and show you how to correct it.

Just one more way we're here to assist you... *"Around the House."*

## Main Coupon

### Electrical Wiring Inspection

Save \$50...

...off our regular price on a complete inspection of your home wiring and electrical systems to help prevent electrical fires from happening in the first place. This offer may not be combined with any other discounts or promotions.

## Teaser Copy

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

If you agree that 1 household fire a year is too many, how do you feel about 90,000? ***Especially*** when the vast majority can easily be prevented.

Plus...

3 Coupons You Can Use Now!