

# “FACES OF FIRE”

## About Faces of Fire

Through the Fire Sprinkler Initiative<sup>®</sup>, NFPA’s Faces of Fire campaign is another tool to help people and groups across the country promote the use of automatic fire sprinklers in one- and two-family homes. Each year, about 3,000 people in the United States die in home fires, accounting for 80 percent of all fire deaths. Many home fire deaths and injuries could be prevented through the increased use of fire sprinklers. Today, all relevant model building codes call for the use of sprinklers in such homes. The Fire Sprinkler Initiative is a nationwide effort to mandate home fire sprinklers in new home construction in communities across the country.

By containing fires before they spread, home fire sprinklers protect lives and property. Sprinkler opponents are spreading misleading information and raising false questions about sprinklers in the minds of consumers and municipal bodies. Such tactics of delay and defeat can cost lives. NFPA is fighting back by sharing research-based information, advocacy tools and now, personal stories of those affected by home fires.

Faces of Fire is a media and advocacy campaign that is personalizing the life-saving impact of home sprinklers. With funding from the U.S. Fire Administration, the campaign features fire survivors, victims’ families, first responders, and those whose homes and/or lives have been saved by sprinklers, telling their stories to demonstrate the need for sprinklers.

These personal stories tell the experiences of those who escaped or lost loved ones in home fires and those whose lives and property were protected by home fire sprinklers. Because fire doesn’t discriminate, Faces of Fire looks like America in its geographic, economic and ethnic diversity. For more information, visit: [www.firesprinklerinitiative.org/faces](http://www.firesprinklerinitiative.org/faces).