

Sound the Alarm. Save a Life. National Event

“We never thought there would be a fire in our house. I was surprised how fast it happened.”

Michele Geis, whose family escaped a home fire, thanks to smoke alarms installed by the Red Cross and local fire department



Every day, it happens without warning. An unattended stove or a short in electrical wiring causes a fire—and suddenly a family is standing on the curb, watching everything they own burn. The American Red Cross responds quickly to offer comfort and provides necessities like food, clothing and lodging. This commitment becomes the bridge between despair and hope, connecting survivors with resources to get back on their feet.

Few people know they have as little as two minutes to escape a burning home before it is too late.¹ Sadly, every two and a half hours, someone in the U.S. dies from a home fire.² If you have working smoke alarms, your chances of survival increase by 50 percent.³ That’s a dramatic difference, and sadly, one that’s weighted against vulnerable populations. Low-income, elderly, disabled, and minority communities are more likely to be severely affected by a fire in their home than the general population.

Be the Solution: Volunteer for the *Sound the Alarm* National Event



Installing smoke alarms



Visiting households



Event support



Spreading the word