

**Sound the Alarm. Save a Life. Live Read Scripts
Help Make a Difference and Volunteer Recruitment
General and Local Versions**

Help - General - :30

Did you know that 7 people die every day in a home fire? That's why the American Red Cross is holding **Sound the Alarm. Save a Life**, fire safety and smoke alarm installation events across the country. Teams of fire departments, volunteers, and partners in the community will install 100,000 free smoke alarms, culminating in the one millionth alarm installation, since launching the campaign in 2014. Join the movement. Go to SoundTheAlarm.org to learn how **you** can make a difference.

Help - General - :15

Help the American Red Cross **Sound the Alarm** about home fire safety. Fire departments, volunteers and partners will install 100,000 free smoke alarms in 100 communities this fall. Join the movement. Visit SoundTheAlarm.org to learn more.

Help - Local - :30 (City and Event Date Customization)

Did you know that 7 people die every day in a home fire? That's why the American Red Cross is holding their **Sound the Alarm. Save a Life** fire safety and smoke alarm installation event. Join us on [date] as we team up with fire departments, volunteers, and partners in [our community] to install free smoke alarms, and develop fire escape plans for families. Together, we can help prevent these tragedies. Go to SoundTheAlarm.org to learn how **you** can make a difference and help save a life.

Help - Local - :15 (City and Event Date Customization)

Help the American Red Cross **Sound the Alarm** about home fire safety. Fire departments and partners in [our community] will install free smoke alarms on [date]. Join the movement. Visit SoundTheAlarm.org to learn how **you** can make a difference.

Volunteer - General - :30

Did you know that 7 people die every day in a home fire? And that one working smoke alarm can cut the risk of death in half? That's why the American Red Cross is holding **Sound the Alarm. Save a Life events** when we will install 100,000 smoke alarms in a hundred cities – including installing our one millionth smoke alarm. Join fire departments, volunteers, and partners in the community to install smoke alarms and help families develop fire escape plans. Register to volunteer at SoundTheAlarm.org.

Volunteer - General - :15

Help the American Red Cross **Sound the Alarm. Save a Life** through home fire safety. Fire departments, volunteers and partners will install 100,000 free smoke alarms in 100 cities this fall. Visit SoundTheAlarm.org to volunteer at an event near you.

Volunteer - Local - :30 (City and Event Date Customization)

Did you know that 7 people die every day in a home fire? And that one working smoke alarm can cut the risk of death in half? That's why the American Red Cross is holding **Sound the Alarm. Save a Life** events when we will install 100,000 smoke alarms in a hundred cities. Join us on [date] as we team up with fire departments, volunteers, and partners in [our community] to install free smoke alarms, and develop fire escape plans for families. Register to volunteer at SoundTheAlarm.org.

Volunteer - Local - :15 (City and Event Date Customization)

Help the American Red Cross **Sound the Alarm. Save a Life** through home fire safety. Fire departments, volunteers and partners will install free smoke alarms in [city] on [date]. Join the movement. Register to volunteer at SoundTheAlarm.org.