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**FOR IMMEDIATE RELEASE**

## **Red Cross and Rebuilding Together Recognize Fire Prevention Week With Lives Saved Due to Smoke Alarms**

### ***Carl and Loretta Kruger escaped devastating house fire due to working smoke alarms and fire safety education***

National Fire Prevention Week is October 4-10, and the American Red Cross and their partner Rebuilding Together Dutchess County urges everyone to test their smoke alarms and practice their escape plan as home fires continue during COVID-19. The two non-profits have joined together to install free smoke alarms and teach critical fire safety information in at risk communities as part of the Red Cross Home Fire Safety campaign. Every day 7 people die from a home fire, most impacting children and the elderly. To date the Home Fire Safety campaign has saved nearly eight hundred lives

Carl and Loretta Kruger learned about the Red Cross Home Fire campaign and signed up to receive free smoke alarms at the Golden Gathering hosted by Senator Sue Serino's Office, an annual event that benefits senior citizens. Little did they know that their action that day would save their lives. When a devastating fire ripped through their home of more than fifty years in June, the sound of the smoke alarms woke them. Carl and Loretta knew exactly what to do. The Red Cross and community partner [Rebuilding Together Dutchess County](#) had joined together to install free alarms in the Kruger home earlier in the year. Volunteers installed the alarms and met with the Kruger's to review essential fire safety information.

Although they lost everything in the fire, Carl and Loretta are so grateful to be alive and have each other. Carl and Loretta share their story in the hopes to encourage others to make sure they have working smoke alarms. They know first-hand they save lives.

#### **Watch Carl and Loretta's story here:**

[https://youtu.be/UCITvc68o\\_g](https://youtu.be/UCITvc68o_g)

"Home fires haven't stopped during COVID-19, and neither has the need to prevent fire tragedies," said Kelly Formoso, Executive Director, American Red Cross Hudson Valley Chapter. "During Fire Prevention Week, test your smoke alarms and practice your escape plan to help protect you and your loved ones. Carl and Loretta's story should inspire us all to take these essential steps."

"The partnership between Red Cross and Rebuilding Together is making a difference every day right here in Dutchess County. We are building safer and more resilient communities. The Kruger's story highlights the importance of our fire safety work. Now more than ever, families should feel safe and healthy in their homes and we are thankful that together with our partners, we are able to provide this basic need to our neighbors" said Christina Boryk, Executive Director, Rebuilding Together Dutchess County.

A new 2020 Red Cross Survey show that most people aren't taking the critical steps to protect themselves. During Fire Prevention week, test your smoke alarms and practice your escape plan until everyone in your household can get out in less than two minutes. Visit [redcross.org/fire](https://redcross.org/fire) for more information or download the free Red Cross Emergency app (search "American Red Cross" in app stores).

To learn more about the Home Fire Safety Campaign and the Rebuilding Together Dutchess County Home Safety and Fire Prevention programs visit -

- <https://www.redcross.org/local/new-york/eastern-new-york/about-us/our-work/home-fire-campaign.html>
- <http://www.rebuildingtogetherdutchess.org/our-programs>

## **Interview Opportunities**

Carl and Loretta Kruger  
Leadership American Red Cross  
Leadership Rebuilding Together Dutchess County

### ***About the American Red Cross:***

*The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40% of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit [redcross.org](http://redcross.org) or [cruzrojaamericana.org](http://cruzrojaamericana.org), or visit us on Twitter at [@enyRedCross](https://twitter.com/enyRedCross).*

### ***About Building Together Dutchess:***

*Rebuilding Together Dutchess County is an affiliate of the leading national nonprofit organization with a mission to repair homes, revitalize communities, and rebuild lives. Each year, Rebuilding Together affiliates and nearly 100,000 volunteers complete about 10,000 rebuild projects nationwide. Rebuilding Together Dutchess County and nearly 350 volunteers complete over 100 home repair and safety projects county-wide each year. Learn more and get involved at [www.rebuildingtogetherdutchess.org](http://www.rebuildingtogetherdutchess.org).*

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