

Fire Marshal's Public Fire Safety Council (FMPFSC)



End of Summer 2025



Note from our Executive Director

Jamie Kovacs

As we head into the fall season, I'd like to highlight the work of the Fire Marshal's Public Fire Safety Council (FMPFSC) and how we continue to support fire departments across Ontario.

Through generous donations from corporations, the FMPFSC is able to share valuable public education resources with the Ontario fire service. Beyond donations, we also make sure departments have access to high-quality items at fair prices, helping stretch budgets while ensuring materials are effective, innovative and reliable.

It's important to remember that the FMPFSC does not receive any funding from the Province of Ontario or from taxpayers, and we no longer charge membership fees. All our revenue is possible through corporate support, sales from our distribution centre, and the dedication of our team.

The profits from these efforts are reinvested back into the fire service. This includes building partnerships with organizations like the Ontario Hockey League, The Toronto Blue Jays, donating public education items directly to fire departments and our self-funded three-year certification grant that saw \$750,000 given back directly to ON fire departments.

This year has been a challenging one for fire fatalities in Ontario. As of August 19, 2025, 86 lives have been lost to fires, compared to 76 at the same time last year. Too often, these tragedies occur in homes without working smoke or carbon monoxide alarms.

These numbers are a sobering reminder of the critical role that public education and fire prevention efforts play in keeping communities safe. Ensuring that every household has properly installed and functioning alarms, and understanding how to maintain them is one of the most effective ways to save lives.



2ND QUARTER 2025 Newsletter:

Updates
Giveaway
Partnerships
Saved By The Beep!
Public Education
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Sponsor Shout Out

Updates

FMPFSC Grant Update

Through our self-funded FMPFSC Certification Grant, we donated \$154,120 in 2024–25 to 130 fire departments. Departments received essential resources, like training textbooks and technology such as the 85" smart TVs for training rooms like the one pictured with Norwich Fire Chief Derek VanPagee and CAO Matt Smith for their stations.

- 51 departments chose training materials
- 79 chose tech through Best Buy Business

Our self-funded 3-year, \$750K grant helped volunteer and composite departments meet O. Reg. 343/22 certification standards.



KIDDE

CAUSE FOR ALARM winning departments

Kidde generously donated over 1,900 new Kidde “Detect” smoke alarms to the FMPFSC. In our last newsletter we put out an application that was open to all Ontario fire departments, including First Nations fire departments to enter to win. We are proud to announce a total of 17 winning departments.

Thanks to the **Lasalle Fire Service** for sharing this great image with us and posting it on their social media along with their Municipal website.

Thank you to Kidde for the donation of these much-needed alarms and for constantly working with the fire service to keep the public safe in their homes.



FIRE DEPARTMENT WINNERS

Dorion Volunteer Fire Dept
Wasauksing First Nation Fire Dept
Cobalt Fire Dept
Township of Carlow/Mayo
Douglas Fire
Deep River
Iroquois Falls Fire Dept
Arran-Elderslie Fire & Emergency Services
South Huron Fire Dept
Arnprior Fire Dept
Adjala-Tosorontio
Trent Hills Fire Dept
Tillsonburg Fire & Rescue Services
LaSalle Fire Service
Stouffville Fire & Emergency Services
Brantford Fire Dept
Guelph Fire Dept

CLICK HERE

to discover Kidde's new
“free” fire safety AR tool
that you can use to help
educate the public on why
only working alarms save
lives!



Public Education Kit Giveaway

Medallion Group Insurance steps up once again!

Medallion Group Insurance continues to show its support to the ON fire service, not only offering discounted rates for first responders but once again they are donating 10 Fall Fire and CO Public Education Kits through the FMPFSC.

Your department can apply by clicking the banner below, and winners will be selected to help boost fire and CO safety education in their communities.

Contest is open now and runs until Monday, Sept 8th.



MEDALLION GROUP INSURANCE
APPLY TO WIN ONE OF 10
FMPFSC FIRE PREVENTION KITS

Medallioninsurance.ca

APPLY
NOW



Get ready for “Test Your Smoke Alarm Day”!

To help your department prepare for Test Your Smoke Alarm Day on Sept 28th, we have discounted our Kidde smoke and combo alarms during our annual Smoke Alarm Sale that ends Sunday, Aug 31, 2025.

Watch for our October CO and combo alarm sale starting the first week of Oct to help you prepare for CO awareness week in November.

It's the perfect time to replenish the alarms in your department to ensure your budget goes further.

CLICK HERE
To order!



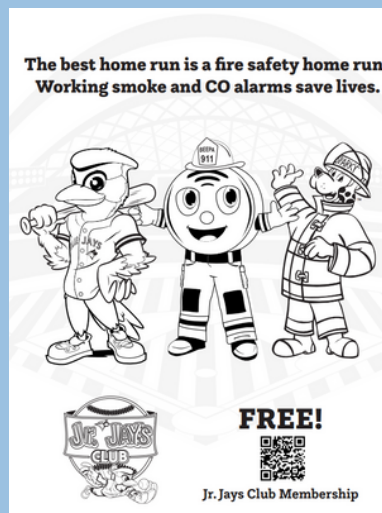
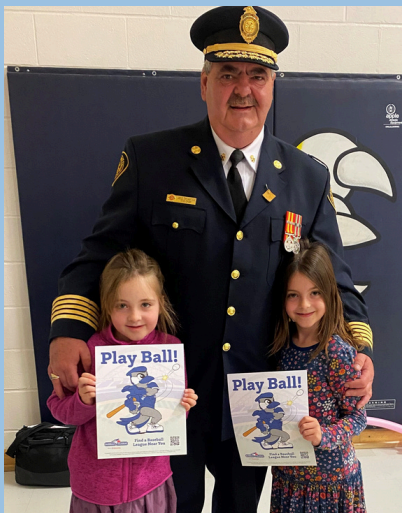
Blue Jays and the FMPFSC team up for Fire Safety



Our partnership with the Blue Jays is making a big impact again this season! We've teamed up with the Jr. Jays program and Toronto Fire for five awesome pre-game events so far—reaching over 5,000 fans at each event. Last event is this coming Sunday, Aug 31st.

Kids have been loving the Jr. Jays colouring sheets featuring Beep, Sparky, and Ace, now being shared all over Ontario. If your department is using them to connect with kids, we'd love to see it—send your photos and a quick description to our Executive Director so we can share them with the Blue Jays.

And don't forget—before every game, the crowd sees the OFM "Saved by the Beep" video reminding everyone that working alarms save lives.



Thanks to Brighton Fire Chief Gene Thompson for sharing how his department utilized the Toronto Blue Jays fire and CO safety colouring sheets at an event in Brighton.

Get out in your community and share what you have done with your sheets, tag the Jr. Jays and the FMPFSC, so we can see and share your events.

We need to embrace and thank organizations like the Blue Jays, who have invested in Fire and CO safety. The best way is to share what you have done on social media and tag them along with us.

Enbridge Project Zero and Assist Update

Through Safe Community Project Zero, Enbridge Gas and Ontario fire departments continue their mission to eliminate fire and CO-related deaths.

2024 was another bad year for CO related fatalities; 36 people in ON died of CO poisoning, which is why we must continue to focus on CO education. This year, 186 departments applied for Project Zero, and 158 for Project Assist.

Enbridge is once again stepping up with \$575,000 in funding:

- \$450,000 for Kidde combination smoke/CO alarms
- \$125,000 in grants for training materials

Departments selected will be notified in the next few weeks.

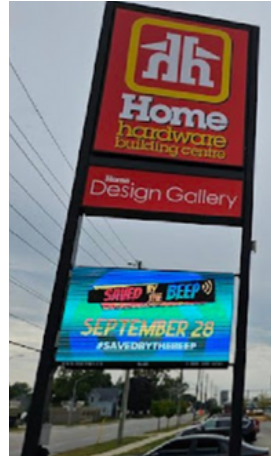
Thanks to Enbridge for their continued support.



Saved By the Beep!

September, 28th is Ontario's Test Your Smoke Alarm Day

The FMPFSC is prepared – how are you getting your community ready?



EVENTS

- The **FMPFSC** has arranged on **Wednesday, Sept 24th**, that **Kidde Canada**, the **OFM**, the **FMPFSC**, and **Chapter 2 of the OMFPOA** will work together to kick off TYSAD with a Kidde donation of **400 Kidde Detect smoke alarms** at the Moose Creek Fire Station, with media to attend. This event is being hosted by **Chief Nancy-Anne Gauthier** of the **North Stormont Fire Department**
- The team at the **OFM** has arranged a big kickoff to Test Your Smoke Alarm day at the media launch on **Sept, 25th** at **Fieldcrest Elementary, Bradford, ON**, and the **FMPFSC** is proud to be in attendance.
- The **FMPFSC** has arranged on **Friday, Sept 25th**, that **Kidde Canada**, the **FMPFSC**, the **OFM**, **Toronto Fire** and **CP24** will work together to kick off Test Your Smoke Alarm day with a **Kidde donation of 800 Kidde Detect smoke alarms** to Toronto Fire. **CP24 will have 4 live installments from 7am-9am**, talking all about the importance of **Sept, 28th** and why working alarms matter.

CLICK HERE

to watch the new
Test Your Smoke
Alarm Day
Campaign Trailer
from the OFM!

Get Involved

We are committed to helping you make this campaign a success. Reach out to us directly for any items you need.

Let's work together to ensure all of Ontario is Saved by the Beep!

Public Education - Best Practises

Community Outreach in Grey Highlands

Jessica Yaniv, Fire Prevention Officer with Grey Highlands Fire Department shared what she has been doing to reach people in her community and help ensure their alarms are working. As in most communities, residents simply don't realize the fire department can come to their home to help ensure their alarms are operational.

She utilized the dog toys from the summer kits, dropping them off along with the posters (pictured to the right) at their local businesses to distribute to residents, as part of their free in-home smoke alarm assessment program. A well-received community initiative offering in-home alarm inspections and testing for Grey Highland residents.

Once again, the best ideas are the ones that are shared, and we challenge you to share yours with us so we can showcase them and help others.



London Fire Department's "Sound the Alarm"



The **London Fire Department (LFD)** has launched **"Sound the Alarm: Stay Safe, London"** to boost smoke alarm compliance. In 2024, 21% of residential fires occurred in homes without working alarms — a preventable risk.

From mid-August to the end of September 2025, firefighters will go door-to-door between 6:30 p.m. and 8:00 p.m. to check alarms, share fire safety resources, and answer questions.

"Smoke alarms save lives," said Fire Chief Lori Hamer. "We want every home to have the required alarms installed and working."

Click here to read: [CTV News - London Fire Department to inspect homes, educate on smoke alarm safety](#)

Click here to read: [CBC News - London Fire Department launches door-to-door smoke alarm campaign as detector technology evolves](#)

Please continue to share your public education ideas with us as we all search for new and innovative ways to engage the communities we protect.

FMPFSC custom Fall Fire and CO Kits

Fire Prevention Week 2025 Kits



This year, get ready for Fire Prevention Week with our new 2025 kits - perfect for starting fire and CO conversations at your community event.

Our Custom Kit - Packed with engaging materials featuring multiple safety messages, including lithium battery safety tips.



We are also proud to offer the NFPA (National Fire Protection Association) FPW items that focus on the safe use of lithium-ion batteries in our homes. From phones and laptops to e-bikes and power tools, these batteries power our lives—but they also come with fire risks if not used properly.

Sponsor Shout Out

FMPFSC Welcomes Milwaukee As A New Website Sponsor

The Fire Marshal's Public Fire Safety Council is proud to welcome Milwaukee Tool as a new sponsor on our website.

Milwaukee tools are known for their heavy-duty power tools, M12, M18, and MX FUEL cordless lineup, hand tools, storage, accessories, and more.

Their support helps us continue advancing public fire safety initiatives across Ontario by funding vital outreach, education, and training systems. We're grateful to have Milwaukee Tool join our network of partners dedicated to keeping communities safe.



Want to be a sponsor or sponsor a new campaign idea ?
Reach out to our Executive Director, Jamie Kovacs at
jamie.kovacs@firesafetycouncil.com

BE THE FIRST TO BE IN THE KNOW WITH EVERYTHING FMPFSC

For the latest updates and news between our quarterly newsletters, or to be the first to hear of new ideas or items at our distribution centre, connect with us on social media and subscribe to our email updates.

If you have any suggestions or ideas for products your community would engage with, please let us know [here](#).

Connect with us: www.firesafetycouncil.com

