



MEDIA RELEASE

Niagara-on-the-Lake Fire & Emergency Services Introduces "The Dog Days of Fire Safety" Campaign

For Immediate Release

June 3, 2024

The Town's Community Risk Reduction Division is excited to announce its partnership with the [Humane Society of Greater Niagara](#) on a fire safety campaign, "The Dog Days of Fire Safety." This initiative will educate the public about fire safety while supporting a great cause!

From June to August, this campaign will feature a series of posts on the Fire Department's social media platforms, each showcasing an adoptable dog alongside a firefighter and including an important fire safety message. This unique approach not only promotes fire safety but also provides much-needed media attention to adoptable animals.

"The Dog Days of Fire Safety" campaign is a testament to the power of community partnerships. By teaming up with the Humane Society, the Town aims to amplify its fire safety messaging and foster more online engagement. This campaign is a collective effort to raise awareness about fire safety, including pet fire safety, and give adorable adoptable dogs the exposure they need.

This collaboration is a testament to the Town's commitment to making the community safer for all, including our furry companions. Learn more about how to adopt through the Humane Society at <https://www.hsgn.ca/>

Quotes:

"Teaching the community about fire safety and shedding light on the need for dog adoption is a fantastic collaboration. On behalf of Town Council, I would like to thank Staff and the Humane Society of Greater Niagara for their invaluable partnership." -
Lord Mayor Gary Zalepa



"By joining forces with the Humane Society of Greater Niagara, we are expanding our fire safety communication efforts and showing support for a good cause. Thank you to Fire Staff for their creativity in this initiative!" - **CAO Bruce Zvaniga**

"The Community Risk Reduction Division is always seeking new ways to spread important fire safety messaging and engage with the community. We are excited to participate in this campaign and look forward to sharing valuable fire safety tips alongside these lovable dogs." - **Fire Chief Jay Plato**

"We are thrilled to partner with the Town of Niagara-On-The-Lake Fire Department to promote both fire safety and pet adoption. The unique collaboration aims to protect our community while also giving loving animals the chance to find their forever homes. Together, we can make Niagara-On-The-Lake a safer and more compassionate place for everyone." – **Humane Society of Greater Niagara Senior Manager of Operations Cortnie Welychka**

For immediate alerts, follow the Town of Niagara-on-the-Lake on [Facebook](#), [Twitter](#), and [Instagram](#).

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