



## MEDIA RELEASE

# The Dog Days of Fire Safety Campaign: A Howling Success

For Immediate Release

September 9, 2024

The Town is thrilled to announce the overwhelming success of the 12-week 'Dog Days of Fire Safety' campaign, a collaborative effort with the Humane Society of Greater Niagara. This campaign featured a series of social media posts delivering fire safety messages that highlighted an adoptable dog paired with a firefighter.

Since its debut, the campaign has seen remarkable results:

- **32** of the 43 animals have been adopted.
- A **428%** increase in engagement on the Fire & Emergency Services Facebook account, with net followers up by **140%**.
- A **496%** increase in engagement on the Fire & Emergency Services Instagram account, with **90%** of that engagement coming from non-followers.

This heartwarming initiative not only brought joy to the community but also delivered essential fire safety messages in a unique and engaging way. The increased engagement and followers allow the Fire Department to spread fire safety messages further throughout the community.

The Town's Community Risk Reduction (CRR) team is grateful to everyone who participated in and supported this campaign. A special thank you to all who followed along and helped spread the word. Your engagement has made a significant difference in both fire safety awareness and the lives of these animals! For more information about what other animals need to be adopted, please visit <https://www.hsgn.ca/>

### Quotes:

"The Dog Days of Fire Safety campaign not only helped spread crucial fire safety messages but also helped many animals find new homes. This is a wonderful tale of community involvement. On behalf of Council, thank you to everyone involved." – **Lord Mayor Gary Zalepa**

"This campaign exemplifies what community collaboration can achieve, with a significant boost in engagement on our Fire Department's social media channels and



successful adoptions. This truly showcases how innovative methods can make a real impact on public safety and our community." – **CAO Bruce Zvaniga**

"Our firefighters were excited to join this creative initiative, which brought joy to our team and the public while also boosting public education. The community's positive response shows the campaign's success, and we're eager for more opportunities like this. Thank you to Karley McKeigan, Fire Prevention and Public Education Officer, for spearheading this initiative." – **Fire Chief Jay Plato**

"Thank you to the incredible partnership with the Town of Niagara-on-the-Lake Fire & Emergency Services, the Dog Days of Fire Safety initiative has been a tremendous success! In addition to the 32 adoptions, the initiative also equipped our community with essential fire safety knowledge, creating a safer environment for both pets and their owners. We're grateful for the support and collaboration that made this initiative possible and look forward to future opportunities to continue making a positive impact together." – **Humane Society of Greater Niagara Senior Manager of Operations Cortnie Welychka**

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