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StopTheFire.org Announces Official Launch

Encouraging Canadians to make their homes and communities fire safe

(Toronto, ON, January 27, 2009) – Stop The Fire (www.stopthefire.org), an informative and interactive site designed to educate members of the public about residential fire safety and prevention, announces its official launch on February 12, 2009. An initiative between the City of Vaughan Fire and Rescue Service (www.city.vaughan.on.ca) and Uponor Ltd. (www.uponor.ca), this new website aims to mobilize Canadians to make their homes and communities fire safe – with the ultimate goal of saving lives.

Recognizing the importance of taking proactive measures through education, awareness and participation, Stop The Fire provides a forum for visitors to access a range of information, from the latest fire-related news stories to fire safety resources. Weekly blogs from Fire Chiefs throughout Ontario, testimonials and an interactive feature in which visitors can pose questions to the Vaughan Fire Chief are also available. With the support of Linda Jackson, Mayor of Vaughan; Linda Jeffrey, M.P.P. – Brampton-Springdale; Patrick Burke, Ontario Fire Marshal, Greg Senay, Vaughan Fire Chief, and Richard Boyes, President of the Ontario Association of Fire Chiefs, Stop The Fire also aims to petition for fire-protected standardized homes.

“The majority of fire deaths and serious injury from fires in Ontario continue to occur in residential settings,” says City of Vaughan Fire Chief, Greg Senay. “The number multiplies across Canada, yet can be minimized drastically by simply knowing the facts and enabling fire-protected standardized homes.” Further to this, Bill Gray, General Manager of Uponor Ltd. suggests, “Statistics show that having a fire sprinkler as well as a smoke detector can increase your survival rate during a residential fire to 82%.” Stop The Fire is asking everyone to visit the site and play a role in extinguishing the threat of fire.



Uponor (www.uponor.ca), is a leading supplier of plumbing and heating systems for the residential and commercial building markets across Europe and North America, and a market leader in municipal infrastructure pipe systems in the Nordic countries. Uponor's key applications include indoor climate and plumbing systems. Uponor employs 4,200 persons in 27 countries.

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