



Office of
Community Relations

North East Independent School District

8961 TESORO DRIVE - SAN ANTONIO, TEXAS 78217

FOR IMMEDIATE RELEASE

October 1, 2009

Contact:

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MEDIA ADVISORY

What: Olmos Elementary will welcome “Sparky” from the San Antonio Fire Department (SAFD) in honor of Fire Prevention Week. “Sparky,” the official mascot of the SAFD, will teach students about fire safety and prevention.

Who: More than 420 pre-kindergarten through second-grade students, “Sparky,” San Antonio firefighters, and school staff.

When: October 7, 2009, 1:30-2:30 p.m.

Where: Olmos Elementary, Gymnasium, 1103 Allena Drive. **Media will need to check-in at the front office for visitor badges.**

Why: “Sparky” will give a presentation to students teaching them about fire safety, prevention and what to do in fire emergencies. Students will learn features of a fire truck, and also be encouraged to practice a home fire escape plan with their parents. They will also learn “Sparky’s Five Steps To Fire Safety,” which includes a floor plan, having two ways out of a building, making sure fire alarms work properly, having a meeting place and practicing a fire drill.

Visuals: “Sparky,” dressed in a Dalmatian suit with a firefighter jacket and hat, will be welcomed with cheers and applause by the students. “Sparky” and the firefighters will arrive in a fire truck and visit with the students during the interactive presentation.

More: Fire Prevention Week is an official event of the National Fire Protection Association, and this year’s theme is “Stay Fire Smart. Don’t Get Burned.” Fire Prevention Week was established in 1871 to commemorate the Great Chicago Fire, which killed more than 250 people, left 100,000 homeless, destroyed more than 17,400 structures and burned more than 2,000 acres. The fire burned for two days.

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About NEISD:

North East ISD has close to 70 schools and magnet programs with a fall 2009 enrollment of more than 65,000 students. NEISD employs more than 9,000 people. It is the second largest public school district in the San Antonio area and the ninth largest in the state. NEISD has 28 Exemplary schools, and is a Recognized district. More information about NEISD can be found at www.neisd.net.