How a One-Minute "Change" and a Battery Can Help Save Lives

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Energizer and the International Association of Fire Chiefs Honor the Impact of 5 Million Batteries Donated through Change Your Clock Change Your Battery® program

ST. LOUIS, Oct. 8, 2013 /PRNewswire/ -- Too many of us know someone who has been impacted by a home fire and believe it can never happen to "me." Yet, the National Fire Protection Association (NFPA) estimates that 28 million homes are at risk because they either don't have smoke alarms or their smoke alarms do not work, mostly due to dead or missing batteries. A working smoke alarm can make the difference in whether you have the critical extra seconds to safely escape. *Energizer* and the International Association of Fire Chiefs (IAFC) have worked for decades to change those numbers with the Change Your Clock Change Your Battery® program, and this fall they are continuing that work with firefighters across the country bringing the total number of batteries donated to 5 million.

(Photo: **http://photos.prnewswire.com/prnh/20131008/CG94025-INFO**)

The message is simple, and the habit can be lifesaving. For 26 years, the *Change Your Clock Change Your Battery* program has been dedicated to sharing the important reminder to replace the batteries in your home's smoke and carbon monoxide detectors when you change your clocks for daylight saving time. Together, *Energizer* and the IAFC are working to combat some alarming statistics:

- Thirty-eight percent of fatal fire injuries occur in homes without working smoke alarms.*
- Twenty-four percent occur in homes in which at least one smoke alarm is present but fails to operate, frequently due to dead or missing batteries.*

"All too often firefighters see firsthand the devastating effects on families whose homes don't have working smoke detectors," said Chief William Metcalf, President and Chairman of the Board of the International Association of Fire Chiefs. "Thanks to *Energizer*, more than 5 million batteries have been donated in communities across the country through this program. This not only helps provide families with critical early warning time to escape a home fire, but it also helps protect our firefighters by reducing the likelihood they'll have to enter a burning building to rescue someone still in the home."

Families are encouraged to use the extra hour "gained" from the end of daylight saving time to review their home fire safety plans and remind their friends, family and neighbors of the life-saving habit of changing and testing smoke alarm batteries.

"Twenty-six years ago, we realized the crucial role that a working battery in a smoke alarm plays in helping to give families the critical extra time to escape a home fire. We felt a responsibility to do our part in helping to keep families safe," said Alan Hoskins, President & CEO with *Energizer*. "Today, it's inspiring to look back on the millions of batteries donated and the lives that *Energizer* has helped to save as a result of the *Change Your Clock Change Your Battery* program – as we like to say, *that's positivenergy*!"

To help give more families those critical seconds, *Energizer* is donating 250,000 batteries this fall to fire departments across the country to distribute to families in their communities. Together, they will host Home Safety Days and neighborhood canvasses spanning throughout National Fire Prevention Month in October until the end of daylight saving time on Sunday, Nov. 3.

The Change Your Clock Change Your Battery® program is just one of the ways *Energizer* brings to life the company's commitment to making a positive impact in communities across the country. that's positivenergy™.

For more information on the program and to download fire safety materials, please visit **energizer.com/change** and **facebook.com/energizerbunny**.

About Energizer
Energizer Holdings, Inc. [NYSE: ENR], headquartered in St. Louis, MO, is one of the world's largest manufacturers of primary batteries and portable flashlights and lanterns. *Energizer* is a global leader in the dynamic business of providing power solutions with a full portfolio of products including *Energizer*® brand battery products *Energizer*® MAX® premium alkaline; *Energizer*® *Ultimate Lithium*; *Energizer*® *Advanced Lithium*; Rechargeable batteries and charging systems; and portable flashlights and lanterns.

Energizer continues to fulfill its role as a technology innovator by redefining portable power solutions to meet people's active lifestyle needs for today and tomorrow with chargers for rechargeable portable devices; charging systems for wireless video game controllers; and specialty batteries for hearing aids, health and fitness devices, as well as for keyless remote entry systems, toys and watches. *Energizer* is redefining where energy, technology and freedom meet to bring to market consumer-focused products that power the essential devices that help people stay connected and on the go at work and at play. Visit **www.energizer.com**, **www.facebook.com/energizerbunny** or **www.facebook.com/energizer**.

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