Organizations Join Together to Help Communities Prepare to "Weather" the Weather

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The International Association of Fire Chiefs, Energizer and the American Meteorological Society Team Up for National Public Education Weather Preparedness Program

ST. LOUIS, MO, Mar 17, 2010 (MARKETWIRE via COMTEX) -- Spring showers may bring beautiful flowers, but often times, severe weather situations can bring more than we are prepared for. As the first day of spring approaches on March 20, the International Association of Fire Chiefs (IAFC), Energizer (NYSE: ENR) and the American Meteorological Society (AMS) are working together to help families prepare for whatever weather situations spring, summer and hurricane seasons might bring their way. Storms can lead to power outages and can put families at risk for potentially harmful and serious outcomes. A simple way to prepare for inconvenient and unavoidable power outages is to have an emergency power kit ready before the blackout occurs.

Recognizing a need for citizens across the nation to be prepared with back-up power supplies other than candles, as well as other necessities for use during power outages caused by severe weather, the Energizer Keep Safe. Keep Going(R) public safety campaign was developed. Through this preparedness initiative, Energizer, the IAFC, the AMS and more than 6,200 fire departments nationwide work together to provide tips for building a complete emergency power kit and ways for families to stay powered and connected. In addition, the organizations work to provide reminders about the importance of resisting the urge to use candles as light sources during power outages.

"We cannot stress enough the importance of using flashlights and lanterns instead of candles during power outages," said Chief Jeffrey Johnson, EFO, CFO, MIFireE and president of the International Association of Fire Chiefs. "Candles cause an average of nearly 15,000 home fires each year, resulting in significant numbers of preventable injuries and deaths. An emergency power kit can literally be a beacon of light in a storm and can help prevent needless home fires caused by candles."

In an effort to reach even more communities with tips and tools to help them stay safe during varying weather situations, the AMS has joined this year's effort.

"It is our goal at the AMS to educate and help spread important messages on weather preparedness," said Keith Seitter, CCM and Executive Director of the American Meteorological Society. "Education is key in helping families be prepared for potential hazardous weather situations and programs like this public education weather safety campaign are easy reminders."

What to Include in Your Emergency Power Kit

- Battery-powered radio or crank radio, to keep your family apprised of current weather-related news.
- Plenty of extra batteries. Energizer(R) Ultimate Lithium and Energizer(R) MAX(R) batteries (AA, AAA, C, D and 9-volt) provide long-lasting power before, during and after the storm. Lithium batteries have a long storage life, perform well in extreme temperatures and are perfect for use in LED flashlights and other high-tech devices, while Energizer(R) MAX(R) batteries are an ideal power source for standard flashlights and lanterns.
- Flashlight for every member of the family. Use flashlights instead of candles when the power goes out. Energizer(R) Weatheready(TM) lights feature long-lasting LED technology. With versatile flashlights and area lights, the Weatheready(TM) line is designed to keep your family out of the dark.
- Battery-powered cell phone charger, to help keep the lines of communication open. Energizer Energi To Go(R) power packs help keep cell phones charged.
- Extra specialty batteries. Your health is your most important asset. Specialty batteries power critical health devices like hearing aids and blood glucose and blood pressure monitors.

"An emergency power kit can offer peace of mind to families caught in spring storms," said Jim Olsen, Vice President of Marketing for Energizer North America. "Through the Energizer Keep Safe. Keep Going(R) program, we are reminding families to stay prepared for blackouts by preparing their own back-up power kits so they are ready for power outages during whatever type of severe weather situations that may head their way."

In addition to back-up power, it is important to gather additional emergency supplies such as water and nonperishable food and to be sure to have copies of important documents such as medical records and insurance papers. For a complete list of tips for preparing for storms and important home fire safety tips, visit www.energizer.com/preparedness.

About The International Association of Fire Chiefs: The IAFC, www.iafc.org, represents the leadership of over 1.2 million firefighters and emergency responders. IAFC members are the world's leading experts in firefighting, emergency medical services, terrorism response, hazardous materials spills, natural disasters, search and rescue, and public safety legislation. Since 1873, the IAFC has provided a forum for education, the exchange of ideas, and the promotion of community and firefighter safety. The organization is co-founder with Energizer on the long-running Change Your Clock Change Your Battery(R) campaign to promote working smoke alarms and carbon dioxide detectors.

About the AMS The American Meteorological Society, www.ametsoc.org, promotes the development and dissemination of information and education on the atmospheric and related sciences, technologies, applications, and services for the benefit of society. Founded in 1919, AMS has a membership of more than 14,000 professionals, professors, students, and weather enthusiasts. The AMS publishes leading international scientific journals, organizes scientific conferences, and promotes educational outreach on weather and climate.

About Energizer Energizer Holdings, Inc. (NYSE: ENR), headquartered in St. Louis, Mo., is one of the world's largest manufacturers of primary batteries, portable battery-powered devices, 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(R) brand battery products Energizer(R) MAX(R) premium alkaline; Energizer(R) Ultimate Lithium; Energizer(R) 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 Energizer(R) Energi To Go(R) 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.

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