Energizer® and the International Association of Fire Chiefs Power Campaign to Change Behaviors, Save Lives

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Change Your Clock Change Your Battery® program prepares for 20-market fire safety awareness tour across the U.S.

ST. LOUIS, Oct. 2, 2014 /PRNewswire/ -- Staggering statistics and the innate desires of two organizations to keep families safe are powering one of the largest fire safety programs in the U.S. Home fires take the lives of more than 2,500 people each year in the United States alone.* On average, seven people are killed in home fires every day.*

This fall, *Energizer* and the International Association of Fire Chiefs (IAFC) will partner for the 27th year to help lower this toll, educate the public about fire safety and encourage people to adopt life-saving habits through the *Change Your Clock Change Your Battery*® program.

An absence of smoke alarms is no longer the main problem in the United States, the IAFC and *Energizer* note. The installation of smoke detectors in homes has soared, from 10 percent in 1975 to 95 percent in 2000.*

Now the issue is keeping these smoke alarms working. Households with non-working smoke alarms now outnumber those with no smoke alarms.* According to the National Fire Protection Association, three out of five fatal fire injuries take place in homes without working smoke alarms. And 71 percent of smoke alarms that failed to operate had missing, disconnected or dead batteries.

For 27 years, the *Change Your Clock Change Your Battery*® program has been dedicated to sharing the important reminder to replace the batteries in smoke and carbon monoxide detectors when you change your clocks for daylight saving time.

"Too many people fail to keep their smoke alarms functional," said Fire Chief G. Keith Bryant, President and Chairman of the Board of the IAFC. "This is a needless risk with a simple fix: help protect yourself and your family by ensuring that you have working smoke detectors in your home. Many fire departments across the country have ongoing smoke alarm programs and can provide assistance. There is absolutely no reason why every home should not be protected by working smoke alarms."

A working smoke alarm can make the difference in whether you have those critical extra seconds to safely escape. *Energizer* research revealed that more than 70 percent of individuals think their family would have enough time to evacuate in the event of a fire, and 30 percent say they or their family can detect a fire. But, the reality is very different. Home fires don't give families much time to escape and are not always easy to detect. In fact, while only 20 percent of reported home fires occurred between 11 p.m. and 7 a.m., overnight fires caused half of all home fire deaths.* Moreover, 36 percent of fatal fire victims don't wake up before being injured.*

"At *Energizer*, we believe tragedies caused by fire can be reduced through strengthening relationships with our communities, fire safety education and proactive prevention," said Brad Harrison, the company's Vice President of North America Marketing. "We also feel a deep connection and a sense of responsibility to help keep families safe. Our 27 year partnership with the IAFC has touched the lives of families across the country and we're committed to *Change Your Clock Change Your Battery* outreach."

To help give more families those critical seconds, *Energizer* is donating a quarter of a million batteries this fall to fire departments across the country to distribute to families in their communities. Together, they will host Fire Safety Awareness events in 20 markets throughout October, National Fire Prevention Month, until the end of daylight saving time on Sunday, Nov. 2, 2014. Local firefighters and the beloved *Energizer* Bunny® will be making public appearances at these fun-filled family events.**

Elliot Kaye, Chairman of The U.S. Consumer Product Safety Commission, echoes the IAFC and *Energizer*'s fire safety message in saying, "Each year, thousands of Americans are injured by fires in homes that had no smoke alarms or no working smoke alarms. We support all efforts to prevent fire tragedies. Protect your family tonight by making sure that each floor and each bedroom has a working alarm."

The *Change Your Clock Change Your Battery* program is just one of the ways *Energizer* brings to life the company's commitment to power safety and responsibility, while making a positive impact in communities across the country. Over the program's 27-year history, Energizer has donated more than 5 million batteries to communities in need in an effort to save lives. For more information on the program, including a full list of dates and locations the Fire Safety Awareness events, and to download fire safety materials, please visit **energizer.com/cyccyb**.

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*; *Energizer*® Recharge® batteries and chargers; and *Energizer*® 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 **energizer.com**, **@energizer** or **facebook.com/energizer**.

About the International Association of Fire Chiefs

The IAFC represents the leadership of firefighters and emergency responders worldwide. 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 its members to exchange ideas, develop professionally and uncover the latest products and services available to first responders. Learn more at **iafc.org**.

*Source: National Fire Protection Association (NFPA)

**The *Energizer* Bunny™ will appear in select markets. Please visit ~~energizer.com/cyccyb~~ to see which cities the Bunny is scheduled to appear.

SOURCE Energizer Holdings, Inc.

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