



For Immediate Release

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**American Pyrotechnics Association Gives Back to the Local Community by Donating a Spectacular Fireworks Display on October 31, 2013, at Mack Park Fairgrounds, Indiana, Pennsylvania**

Bethesda, MD, October 30, 2013 --- The American Pyrotechnics Association (APA) began production of its new “Celebrate Safely” video this week in Indiana, PA, with the assistance of the Indiana University of Pennsylvania, (IUP) Center for Media Production and Research. The video will serve as a training tool for pyrotechnicians as well as enforcement officials who have oversight of the permitting and set up of public fireworks displays nationwide.

The APA approached the IUP Center about creating the new safety video for APA last year and enlisted the Center and students to participate in every aspect of the video production including script editing, developing the story boards for capturing the video images, selection of props, computer animation as well as narration. The video is comprehensive in nature and will address all steps involved in producing a fireworks display. Due to the importance of the video as a training tool for so many individuals and enforcement officials nationally, APA member companies stepped up to the plate to work in collaboration to ensure that the video reflects the real life story and images of a proper fireworks display set up and show execution.

The APA leadership decided to take the safety video one step farther by offering a “fireworks spectacular” for the community, free of charge, while IUP student videographers document best safety practices of the setup and execution of a fireworks show. “We are pleased to give back to IUP and the local community for IUP’s assistance with our important video project and what better way for us to do that than to produce a spectacular fireworks display to support the Indiana Lions Club first Fun Fest event on Halloween at Mack Park which will also benefit the local United Way”, said Julie L. Heckman, Executive Director of the APA.

The APA prides itself on representing the crème de la crème of the fireworks industry and seven professional display member companies from across the country have contributed time, talent, product, goods and services to support the video production and Halloween fireworks display including Starfire Corp., Carrolltown, PA, American Fireworks Co., Hudson, OH, Zambelli Fireworks, New Castle, PA, Pyrotecnico, New Castle, PA, Bay Fireworks, Long Island, NY, American Fireworks Manufacturing Displays, Oxford, NY, and ZY Pyrotechnics, Wapwallopen, PA have volunteered their products and services for the event. “Everyone wanted to roll up their sleeves and donate to the community,” Heckman said. Additionally APA Supplier members, Ryder Truck, Allied Specialty Insurance and Drayton Insurance Brokers, Inc. are supporting the video production and community fireworks display.

The fireworks display will be like none other ever produced in the area, far exceeding the small town annual Fourth of July display. Heckman described the show as “energetic with an exciting sound track sure to please the college crowd, with some custom special effects and set pieces produced just for this event. The display will be a real treat for all who attend. “

### **About the American Pyrotechnics Association**

The APA is the leading trade association of the fireworks industry. The APA supports and promotes safety standards for all aspects of fireworks. The APA has a diverse membership including regulated and licensed manufacturers, importers, distributors, wholesalers, retailers and professional display companies. Additional information about the fireworks industry, facts & figures, history of fireworks, state laws and safety tips, can be found on APA’s website at [www.americanpyro.com](http://www.americanpyro.com)

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