



For Immediate Release

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Association Launches Consumer Education Initiative To Make July 4th Holiday Safest Ever

Bethesda, Maryland (June 26, 2007)— The American Pyrotechnics Association (APA), the nation’s leading trade association for the fireworks industry, announced today the launch of a public education initiative to promote the safe use of consumer fireworks during the upcoming Fourth of July holiday.

“Fireworks are among the most widely anticipated and valued parts of celebrating our nation’s independence,” said H. Stephen Frantz, president of the APA. “Our industry is pleased that the injury rate has continued to decline, however, we remain committed to eliminating all injuries involving consumer fireworks. This year’s education initiative, which will focus on safe practice when using consumer fireworks, will help move us closer to that goal.”

The APA cites statistics produced by the U.S. Consumer Product Safety Commission (CPSC) which indicates nearly an 80 percent decrease in the rate of injuries involving consumer fireworks since 1990.

To encourage safe consumer use of fireworks, the APA will be working with its members and charitable organizations that sell fireworks for fundraising purposes to promote the CPSC’s Ten Safety Tips for Fireworks. Additionally as the holiday season draws near, the APA will be conducting a nationwide radio tour to further educate fireworks consumers about these important tips.

“Safety is a top priority for all APA member companies and we are excited about this education initiative,” said Julie L. Heckman, Executive director of the APA. Our industry has gone to great length to increase the safety of our products and we are hopeful that this education campaign will help consumers make informed decisions about how to safely use consumer fireworks.”

The U.S. Consumer Product Safety Commission’s Ten Fireworks Safety Tips:

1. Never allow young children to play with or ignite fireworks.
2. Make sure fireworks are legal in your area before buying or using them.
3. Avoid buying fireworks that come in brown, paper packaging, as this can often be a sign that the fireworks were made for the professional shows and could pose a danger to consumers.
4. Adults should always supervise fireworks activities. Parents often don’t realize that there are more injuries from sparklers to children under five than from any other type of fireworks. Sparklers burn at temperatures of about 2,000 degrees – hot enough to melt some metals.

5. Never have any portion of your body directly over a fireworks device when lighting the fuse. Move back a safe distance immediately after lighting.
6. Never try to re-light or pick up fireworks that have not fully functioned.
7. Never point or throw fireworks at another person.
8. Keep a bucket of water or a garden hose handy in case of fire or other mishap.
9. Light one item at a time, then move back quickly.
10. Never carry fireworks in a pocket or shoot them off in metal or glass containers.

The APA and National Council on Fireworks Safety (NCFS) also recommend:

1. Only purchase fireworks from an established retail outlet (never out of the back of a car or van).
2. A sober responsible adult should be in charge of all fireworks activities.
3. When lighting fireworks, protect your eyes with safety goggles or glasses.

The APA will also promote these safety tips through its membership and its charitable partners. During the Fourth of July holiday, APA member companies help charitable organizations, large and small, through fireworks sales that raise much-needed funds for their organizations.

“Fireworks bring in more than double what we make through our concessions, pizza and car wash fundraisers,” said Arlene Ramirez-Moore, California City Youth Football donations director. “We’re in a rural area and a lot of families can’t afford to pay for what our annual fireworks sale provides. Simply, our football program keeps our youth off the streets.”

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, distributors, wholesalers, retailers, importers and suppliers of fireworks, and professional display firms. Additional information about the fireworks industry, facts & figures, and state laws, can be found on APA’s web site at www.americanpyro.com

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