



For Immediate Release

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### **American Pyrotechnics Association Says Fireworks Sales Will Boom This Independence Day Despite the Sluggish Economy**

Bethesda, MD, June 22, 2010 –As the Independence Day holiday approaches, consumers are visiting the thousands of fireworks retail establishments across the nation to stock up for their backyard celebrations for the long Fourth of July holiday weekend.

According to the American Pyrotechnics Association (APA), fireworks have never been more popular or more in demand. Since 2000, the use of fireworks has skyrocketed from 152.2 million pounds to over 213.2 million pounds in 2008.

The association attributes the significant increase in fireworks usage to an upsurge in patriotism, as fireworks are historically a symbol of American Independence, and to an overall improvement in the quality and variety of fireworks available today for the consumer market. Additionally, more states than ever before, 46 states plus the District of Columbia, allow the sale and use of some types of consumer fireworks.

Julie L. Heckman, Executive Director of the APA, said that despite the ongoing economic woes that American families are experiencing, “the fireworks industry has historically proven to be recession resistant. Coupled with the fact that several cash strapped municipalities and the State of Rhode Island have recently relaxed their fireworks laws in hopes of generating additional revenues, 2010 should be promising for the fireworks industry.”

According to Heckman, backyard fireworks celebrations are part of a great American tradition providing families and neighborhoods with wholesome entertainment and fun. “When used properly, under close adult supervision, today’s fireworks are more creative, colorful and safer than their predecessors,” says Heckman.

And when it comes to safety, Heckman noted that the safety record associated with fireworks has never been better. Since 1976, when the U.S. Consumer Product Safety Commission (CPSC) promulgated the current federal standards for consumer fireworks, the fireworks-related injury rate has fallen by more than 90% from 38.3 injuries per 100,000 pounds of fireworks used in 1976, to 3.3 injuries per 100,000 pounds in 2008. “I can’t think of one other consumer product that has achieved such record-breaking growth, yet experienced such a sharp decline in injuries,” added Heckman.

#### **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 public 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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