

FOR IMMEDIATE RELEASE
American Red Cross of Metro Atlanta
Crawford & Company®
City of Smyrna Fire Department

Crawford® Employees Join Red Cross and Smyrna Fire Dept. in Smoke Alarm Installation “Blitz”

200 Volunteers Going Door-to-Door for Fire Prevention Week

ATLANTA (OCT. 8, 2015) – In the largest corporate volunteer event of its kind for [Atlanta’s Red Cross](#), nearly 200 [Crawford & Company](#) employees and members of the City of [Smyrna Fire Department](#) will partner on Saturday, Oct. 10, to install 500 smoke alarms and help families in at-risk Smyrna neighborhoods develop home fire escape plans. The group will assemble at 8:30 a.m. at Smyrna Elementary School, 1099 Fleming Street, Smyrna, GA 30080. After brief remarks and instructions, assigned teams will begin canvassing three, nearby neighborhoods to install smoke alarms. Media are invited to attend the kick-off, interview participants and shadow smoke alarm installers between 8:30 and 10:30 a.m.

This effort is part of a multi-year, Red Cross Home Fire Campaign to reduce fire deaths and injuries nationwide by 25 percent. With the help of local fire departments and partners like Crawford, the Campaign has already saved 26 lives and installed more than 125,000 alarms in 2,400 communities.

“Crawford employees are really excited to join the Red Cross in making a hands-on difference for Smyrna families as part of our company’s seventh annual Global Day of Service,” said Harsha V. Agadi, interim Crawford president and CEO. “We believe in giving back where we live and are joining colleagues involved in other projects like this in 165 locations worldwide.” (Visit [Crawford’s website](#) to learn more.)

Volunteers will work in teams of four and spend the morning canvassing pre-identified neighborhoods. They’ll offer to install free smoke alarms in homes that need them, test and replace dead batteries in working smoke alarms, and spend time helping families create a fire evacuation plan.

“Seven times a day, someone in this country dies in a home fire,” said Smyrna Fire Chief Roy Acree. “You only have about two minutes to escape a fire and smoke alarms cut the risk of death in half. It

makes sense for fire departments across the country to partner with the Red Cross in this effort – we all want to save more lives in our most fire-affected neighborhoods.”

The American Red Cross responds to about 70,000 disasters a year nationwide, most of them home fires. Nearly 4,200 Georgia families turned to the Red Cross for help following home and apartment fires last year – more than 1,500 of those in metro Atlanta. In fact, Georgia’s Red Cross helped more families with emergency lodging, food, clothing and other essentials following home fires than did any other Red Cross region in the country in fiscal year 2015.

“We’re especially grateful to partners like Crawford and the Smyrna Fire Department for their help with the Home Fire Campaign,” said Terri Badour Duckett, CEO of Georgia’s Red Cross. “Together, we’re urging all families to take two simple steps that can save lives: Check your existing smoke alarms frequently, and practice fire drills at home several times a year. We’re all vulnerable to home fires, and we don’t want to lose anyone else.”

For information on how to protect yourself and loved ones from home fires, visit www.redcross.org. For more information on upcoming smoke alarm installation events in metro Atlanta, email donna.lee@redcross.org.

About Crawford®

Based in Atlanta, Ga., Crawford & Company® (www.crawfordandcompany.com) is the world's largest independent provider of claims management solutions to the risk management and insurance industry as well as self-insured entities, with an expansive global network serving clients in more than 70 countries. The Crawford Solution™ offers comprehensive, integrated claims services, business process outsourcing and consulting services for major product lines including property and casualty claims management, workers compensation



claims and medical management, and legal settlement administration. The Company's shares are traded on the NYSE under the symbols CRD-A and CRD-B.

About the City of Smyrna Fire Department

The City of Smyrna Fire Department is organized into four divisions: Operations (Emergency Medical Services and Fire Suppression), Bureau of Fire Prevention, Training and Emergency Management. It operates five fire stations, which house four engines, two ladder companies and five fire medic units. These stations and units are strategically located throughout the city to provide the best coverage possible. In addition to fire protection, the fire medic units are equipped to provide advanced life support (ALS) care capable of delivering lifesaving drug therapy, advanced airway management, and defibrillation to heart attack victims. All City of Smyrna fire engines are equipped with hydraulic rescue systems commonly known as the "Jaws of Life."

About the American Red Cross

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. It launched the Home Fire Campaign in October 2014 as a multi-year effort to reduce the number of home fire deaths and injuries by 25 percent and is working alongside fire departments and community groups across the country to achieve this life-saving goal. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. Headquartered in Atlanta, the Georgia Region serves 10 million people through a state-wide network of nine community chapters.

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