

FOR IMMEDIATE RELEASE



City of Duluth - Fire Department

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DATE: 6/28/2021

SUBJECT: Duluth Fire launches Chalk it Up Campaign

BY: Kate Van Daele, Public Information Officer

NATURE OF INCIDENT:

CASE NO.:

INCIDENT DATE:

INCIDENT TIME:

INCIDENT LOCATION:

Duluth Fire launches Chalk it Up Campaign

[Duluth, MN] The Duluth Fire Department announced today the launch of a Chalk it Up Campaign. The Campaign, created by the State Fire Marshal's Office in 2019, provides a quiet and safe way to experience fireworks as a part of the July Fourth Holiday.

"We know that there are members of our community who are triggered by loud noises," Deputy Chief Jon Otis said. "This campaign is a great way for residents to be creative and share special firework memories or their favorite kind of firework with their neighbors in a way that is quiet and safe."

Each year around the Fourth of July holiday, Minnesotans are treated for firework-related injuries. Forty percent of those injuries happen to children.

"While sparklers are legal in Minnesota, they make up over 30% of firework injuries," Otis said. "Sparklers burn at 1200 degrees. To put it in context, glass begins to melt at 900 degrees. While we understand that fireworks are neat to look at, we cannot say it enough that fireworks are also dangerous."

The Duluth Fire Department asks those who would like to participate in the Chalk it Up Campaign to take a picture and submit it to the Duluth Fire Department's Facebook page or send a copy by email to info@duluthmn.gov. Entries will be accepted until noon on July 5. Those who enter are eligible for a grand prize summer prize pack, a drive-by from the Fire Department, among other prizes. Winners will be announced at noon on the Duluth Fire Department's Facebook page on Tuesday, July 6.

"We hope that this campaign brings the community together. It's amazing what can spark a conversation between neighbors," Otis said. "We don't always know what others have experienced and how our actions can impact others. Hopefully, this will bring people together not only to celebrate the Fourth but also to celebrate the needs of our community."

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