



PRESS RELEASE

For Immediate Release

For more information, contact:

Penny McKinney Smith/Fire Museum of Memphis

(901) 636-5650

penny.smith@memphistn.gov

Friday, March 31 10:30 A.M. Assignment of Turnouts for Fire Museum's Memphis Fire and Life Safety Dalmatians

FIRE MUSEUM OF MEMPHIS HOSTS MEMPHIS FIRE DEPARTMENT AND LION TOTALCARE PRESENTATION OF OFFICIAL MEMPHIS FIRE TURNOUTS TO FIRE AND LIFE SAFETY DALMATIANS, LOTTIE DOT, IZZY AND ASTRO!

Memphis, TN, March 31, 2017 – The Fire Museum of Memphis (FMOM), “the Premiere Fire Museum in the world,” is excited to announce that the Memphis Fire Department and Lion TotalCare, the vendor supplier for Memphis Firefighters’ protective gear, will present Memphis Fire and Life Safety Dogs their very own turnouts, doggy style, on **Friday, March 31, 2017 at 10:30 A.M. at the Fire Museum of Memphis.**

Penny McKinney Smith, General Manager of the museum states “The Fire Museum of Memphis was notified sometime ago by Memphis Fire that they would like to present the fire dogs their very own set of turnouts. **Patricia Belt, employee and educator at the museum,** has trained these service canines which are now part of the museum family, to “Stop, Drop, and Roll,” and “Get, Low and Go,” two of the important techniques taught to our Shelby County Schools who come to the museum free of charge Monday through Friday. Lion TotalCare, the vendor for Memphis Fire, has conducted several fittings to get these turnouts just perfect.”

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“We are elated at the prospect of rewarding Patricia and this hard-working group of Dalmatians, a very popular attraction at the museum. For the presentation to be made by Memphis Fire and Lion TotalCare, it’s like “icing on the cake” for us!”

The Fire Museum of Memphis (FMOM), well known within the fire service, has hosted fire departments from all over the world in their quest to develop an interactive fire museum of their own, among them, visitors from the Netherlands, Switzerland, and Tokyo, Los Angeles, Dallas, as well as, many other locations, hoping to emulate the successes of the FMOM, especially in the reduction of fire fatalities. The FMOM has appeared on television channel MTV and featured in National Geographic’s publication, “Etched In Stone,” spotlighting the museum’s Memorial Wall, “The Bell Rang and We Answered.”

Memphis Fire Director, Gina Sweat, and, **Naja Burchett, LION TotalCare**, will be on hand to make the presentation. Naja, also a **Merit Scholarship Award recipient**, created the design, fitted and made the turnouts for Lottie Dot, Izzy, and Astro.

The Fire Museum of Memphis exists to be the leader in teaching fire and life safety to reduce injury, life-loss and property loss related to fire and medical need. The museum has been nationally recognized for outstanding exhibits, quality programming, and celebrating the heritage of the fire department’s contributions to the community.