



THE SAN DIEGO REGIONAL
FIRE FOUNDATION

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FOR IMMEDIATE RELEASE

**San Diego Regional Fire Foundation Teams with Emma Zen Foundation to
Increase Pet Survival During a Fire**

San Diego Gas and Electric Donates \$2,500 for Pet Oxygen Masks in San Diego

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San Diego, CA -- Annually about 500,000 pets are affected by fires and 40,000 die in house fires. The San Diego Regional Fire Foundation is partnering with the Emma Zen Foundation to greatly increase the likelihood of a pet survival from smoke inhalation.

The mission of the Emma Zen Foundation is to provide a kit of three different sized pet masks for each fire station in the region that do not already have pet masks. These masks are specifically designed to fit a dog or cat and can be attached to the same oxygen bottle used for resuscitating people overcome by smoke.

Joan Jones, Executive Director of the San Diego Regional Fire Foundation, noted that fundraising is under way currently to purchase pet masks for the 250 fire stations in San Diego County. A kit of three pet masks costs \$75.

“We would like to thank San Diego Gas & Electric,” said Jones, “who has become the first major corporate donor in San Diego to assist with this effort through a donation of \$2,500.” Anybody wishing to make San Diego County pets safer by equipping all fire engines with pet masks can do so by making a tax deductible donation to the San Diego Regional Fire Foundation, a 501c3 charity supporting all fire departments in San Diego County. Donations can be mailed to the Fire Foundation at 2508 Historic Decatur Rd., Suite 200, San Diego, CA 92106-6138 or online at the Fire Foundation’s website www.sdfirefoundation.org.

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For additional information on the San Diego Regional Fire Foundation, please visit
www.sdfirefoundation.org or call 619.814.1352.