



## **MEDIA RELEASE**

**Wednesday, September 27, 2023**

**FOR IMMEDIATE RELEASE**

### **Barrie Fire challenges residents to be “saved by the beep” *Test Your Smoke Alarm Day takes place September 28***

(Barrie, ON) – Barrie Fire Chief Cory Mainprize is calling on all residents to test their smoke alarms tomorrow, September 28, for Ontario’s [Test Your Smoke Alarm Day](#). The City of Barrie is joining communities across the province by asking everyone to take a minute and ensure there are working smoke alarms installed in their home.

“Being prepared to act in case of a fire starts with making sure you have working smoke alarms in your home. Pressing the test button once a month is essential,” said Chief Mainprize. “Lives can be saved by regularly testing smoke alarms, checking and replacing batteries every six months, and replacing any smoke alarms that are more than 10 years old.”

In 2022, Ontario lost 133 people to deadly fires—the highest number in over 20 years.

“In Ontario, we’ve seen a significant rise in fatal fires and the number of people we have lost in these fires is very concerning,” said Ontario Fire Marshal Jon Pegg. “Entire families have been lost to fire and the most troubling part is that the majority of these fires did not have a working smoke alarm in the home. Had there been working smoke alarms, and a well thought out and practiced home fire escape plan, these deaths may have been prevented.”

The Office of the Fire Marshal, with the support of Barrie Fire & Emergency Service, is asking Ontarians to regularly test their smoke alarms with a challenge to test all smoke alarms in their residence on September 28.

As part of this day, Barrie Fire & Emergency Service is also holding two contests for residents:

- Like, share, or comment on Barrie Fire’s Test Your Smoke Alarm Day social media post ([Facebook](#), [X](#) and [Instagram](#)) for the chance to win a pop-up, retro block party for your neighbourhood
- Fill out the [contest form](#) to confirm you’ve tested your smoke alarm at home. If enough residents fill out the form, Barrie Fire will host an extra Hot Summer Night event for residents in summer 2024

For more fire safety tips, visit [barrie.ca/firesafety](http://barrie.ca/firesafety).

Quick Facts:

- Smoke alarms have been legally required to be installed on every storey of a residence in Ontario since 2006.
- Residences also include vacation homes, cabins, trailers, RVs, and cottages.
- Landlords must test alarms annually, after the battery is replaced, and after every change in tenancy. Renters must notify their landlord as soon as they become aware that a smoke alarm is not operating.

- 30 -

**For more information, please contact:**

Carrie Clark, Deputy Chief  
Communications, Fire Prevention and Public Education  
Barrie Fire and Emergency Service  
[carrie.clark@barrie.ca](mailto:carrie.clark@barrie.ca)  
705-795-9744

Melanie Rumley  
Communications Advisor  
The City of Barrie  
[melanie.rumley@barrie.ca](mailto:melanie.rumley@barrie.ca)  
705-627-2702