



More details released on free smoke alarm program in North Richmond



May 11, 2015

Earlier this month, we told you how American Red Cross representatives and fire officials will begin installing [free smoke alarms](#) in North Richmond homes this Saturday as part of a five-year goal to reduce house fire deaths and injuries nationwide by 25-percent.

Today, we learned more information about the program from Supervisor John Gioia's office, which is holding a pre-canvassing event with Red Cross volunteers on Tuesday.

From 1 p.m. to 4 p.m. Tuesday, representatives plan to knock on doors throughout North Richmond in order to alert residents to the program offering free smoke alarms, installation and fire education, according to Gioia's office.

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Also, residents wanting to reserve a free fire safety system upgrade can call (510) 788-0727 at any time before Saturday.

From 9 a.m. to 2 p.m. Saturday, members of the Red Cross, local fire departments, Gioia's office and the Hispanic Affairs Advisory Council will canvas North Richmond in order to distribute and install smoke alarms and educate residents.

North Richmond was selected by the Red Cross as a neighborhood at high-risk of preventable fires. Last year, the Red Cross responded to four house fires in the community of about 3,700 residents. In Richmond, a city of about 107,000 residents, Red Cross responded to 18 house fires.

"We encourage North Richmond residents to participate in this free smoke alarm giveaway to make their community safer and to save lives," Supervisor Gioia said in a statement Monday. "I'm looking forward to personally meeting with residents Saturday to encourage this."

Jean Nickaloff, COO of the American Red Cross Northern California Coastal Region, said installing smoke alarms cuts the risk of death by house fire in half.

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