



FOR IMMEDIATE RELEASE

Contact: Brett Brenner
703.841.3296

The Electrical Safety Foundation: An In-depth Look

Rosslyn, VA – As our reliance on electricity grows, the potential for misuse of home appliances, computers and entertainment equipment means the need for electrical safety awareness for the family is far more important. The Electrical Safety Foundation International (ESFI) urges consumers to become more knowledgeable about electrical safety by offering free tips on what you can do to protect your family from electrical dangers.

Founded in 1994 through a joint effort between Underwriters Laboratories Inc. (UL), the U.S. Consumer Product Safety Commission (CPSC) and the National Electrical Manufacturers Association (NEMA), ESFI is North America's only non-profit organization dedicated exclusively to promoting electrical safety in the home and workplace.

ESFI's goal is to reduce electrically related deaths and injuries through public education that keeps electrical safety at the forefront in people's minds, and to give the general public, school children and the workforce tips and tools to prevent deadly electrical accidents.

Mr. Plug, the official mascot of the Electrical Safety Foundation International (ESFI), works hard to increase public awareness of electrical hazards and safety precautions. Mr. Plug appears regularly in ESFI public service announcements, reaching millions of people each year. With ESFI's *Mr. Plug Fun Book*, which includes coloring activities and puzzles to increase public safety awareness for children, kids get the basic knowledge they need to protect themselves from electrical hazards at home or at school. Available in English and Spanish, Pre-K or K-3rd, the *Mr. Plug Fun Book* illustrates the proper way to load batteries, the dangers of liquids next to electrical items, and tips on how children can watch out for electrical dangers.

ESFI's *Mr. Plug Fun Book* and other electrical safety tips are available for downloading free of charge from the ESFI or print copies can also be ordered through ESFI's website at www.electrical-safety.org. Visit the web site, or call ESFI at 703-841-3329 for more information on electrical safety.

Electricity is a powerful tool. It can also be a lethal hazard. Better safety standards have reduced electrical hazards that cause deaths, injuries and property damage. But good safety habits are still the best prevention against electrical hazards. Visit www.electrical-safety.org for more information on electrical hazards and precautions.

###
