



## Domino's® to Deliver Fire Safety Messages with the National Fire Protection Association during Fire Prevention Week

October 2, 2017

**Participating stores may deliver free pizza to customers who have functioning smoke alarms**

ANN ARBOR, Mich., Oct. 2, 2017 /PRNewswire/ -- For the 10th consecutive year, **Domino's Pizza (NYSE: DPZ)**, the recognized **world leader in pizza delivery**, and the National Fire Protection Association (NFPA) are teaming up to deliver fire safety messages to homes across the country.



During Fire Prevention Week (Oct. 8-14), participating Domino's stores throughout the U.S. will reinforce this year's campaign theme, "Every Second Counts: Plan Two Ways Out," with flyers on top of pizza boxes. The flyers will include fire safety facts and tips, such as educating customers about the importance of practicing home fire drills at least twice a year.

Customers who order from participating Domino's stores throughout the U.S. during Fire Prevention Week may also be surprised when their delivery arrives aboard a fire engine. If the smoke alarms in the home are working, the pizza is free. If the smoke alarms are not working, the firefighters will replace the batteries or install fully-functioning detectors.

"The Fire Prevention Week program is a great way to educate customers about fire safety," said Jenny Fouracre, Domino's spokeswoman. "Every year, Domino's stores across the country look forward to teaming up with their local fire departments and the NFPA to spread fire safety messages in a fun and exciting way."

According to research from the NFPA, today's home fires burn faster than ever. From the time the smoke alarm sounds, you may have less than two minutes to escape a home fire safely.

"The synthetic fibers used in modern home furnishings, along with the fact that newer homes tend to be built with more open

spaces and unprotected lightweight construction, all contribute to an increased rate at which fire burns," said Lorraine Carli, vice president of outreach and advocacy at NFPA. "These factors make having a home escape plan and practicing it incredibly critical."

### **FireSafety Tips from Domino's and NFPA**

- [Draw a map of your home](#) with all members of your household, marking two exits from each room and a path to the outside from each exit.
- Practice your home fire drill twice a year. Conduct one at night and one during the day with everyone in your home, and practice using different ways out.
- Teach children how to escape on their own in case you can't help them.
- Make sure the number of your home is clearly marked and easy for the fire department to find.
- Close doors behind you as you leave – this may slow the spread of smoke, heat, and fire.
- Once you get outside, stay outside. Never go back inside a burning building.

### **About the National Fire Protection Association (NFPA)**

Founded in 1896, NFPA is a global, nonprofit organization devoted to eliminating death, injury, property and economic loss due to fire, electrical and related hazards. The association delivers information and knowledge through more than 300 consensus codes and standards, research, training, education, outreach and advocacy; and by partnering with others who share an interest in furthering the NFPA mission. For more information, visit [www.nfpa.org](http://www.nfpa.org). All NFPA codes and standards can be viewed online for free at [www.nfpa.org/freeaccess](http://www.nfpa.org/freeaccess).

### **About Fire Prevention Week**

NFPA has been the official sponsor of Fire Prevention Week since 1922. According to the National Archives and Records Administration's Library Information Center, Fire Prevention Week is the longest running public health and safety observance on record. The President of the United States has signed a proclamation proclaiming a national observance during that week every year since 1925. Visit [www.firepreventionweek.org](http://www.firepreventionweek.org) for more safety information.

### **About Domino's Pizza®**

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery, with a significant business in carryout pizza. It ranks among the world's top public restaurant brands with a global enterprise of more than 14,200 stores in over 85 international markets. Domino's had global retail sales of nearly \$10.9 billion in 2016, with more than \$5.3 billion in the U.S. and more than \$5.5 billion internationally. In the second quarter of 2017, Domino's had global retail sales of more than \$2.7 billion, with over \$1.3 billion in the U.S. and nearly \$1.4 billion internationally. Its system is comprised of independent franchise owners who accounted for over 97% of Domino's stores as of the second quarter of 2017. Emphasis on technology innovation helped Domino's reach an estimated \$5.6 billion in global digital sales in 2016, and has produced several innovative ordering platforms, including Google Home, Facebook Messenger, Apple Watch, Amazon Echo, Twitter and text message using a pizza emoji. In late 2015, Domino's announced the design and launch of the DXP®, a purpose-built pizza delivery vehicle, as well as Piece of the Pie Rewards™, its first digital customer loyalty program.

Order – [dominos.com](http://dominos.com)

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