



NEWS RELEASE

TARRANT COUNTY 9-1-1 DISTRICT

MEDIA ADVISORY

Going Somewhere? Take This 9-1-1 Tip With You.

WHAT:

**9-1-1 Awareness Week 2004
Kickoff Event**

**9-1-1 Kid Hero Awards Presentation
and
Press Conference
12:00 pm**

- **Recognition of 2004 "9-1-1 Kid Heroes"**
(Audiotapes of children's 9-1-1 calls will be available)
- **Announce billboard and radio public service announcement campaign** aimed at educating public by asking them to assist technology and "**Know Your Location**" when calling 9-1-1 from a cell phone.
- **Meet the heroes on both sides of a 9-1-1 call at a Safety Fair** sponsored by Tarrant County 9-1-1 District and hosted by Moritz-Fort Worth. *There will be representation from over 30 police and fire departments throughout Tarrant County.* Including Tarrant County Firefighters Association's Fire Safety Trailer/Smoke House, Careflight's Air Ambulance and Fort Worth Police Department's Air One.

WHEN:

**Saturday, September 11, 2004
Press Conference -12:00 p.m.
Safety Fair – 10 a.m. – 3 p.m.**

WHERE:

**Moritz of Fort Worth
Chevrolet-Chrysler-Jeep
9101 Camp Bowie West (Hwy 80/820 W)**

WHO:

Tarrant County 9-1-1 District and partner 9-1-1 agencies: Denco Area 9-1-1 District • North Central Texas Council of Governments 9-1-1 Program • Plano Public Safety Communications • City of Dallas 9-1-1

WHY:

- To educate others by recognizing citizens, such as the young 9-1-1 heroes, that called for help in an emergency.

BACKGROUND:

The 9-1-1 industry has observed September 11 (9/11) as National 9-1-1 Day since 1987 when President Ronald Reagan signed a proclamation declaring September 11th "9-1-1 Emergency Number Day." That proclamation recognizes the importance of 9-1-1 and its ability to help save lives and increase the public's confidence in local emergency response systems.

CONTACT:

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