



CALIFORNIA FIRE CHIEFS ASSOCIATION

1333 HUNTOON STREET • OROVILLE, CA 95965
PHONE: 530.534.4692 • FAX: 530.534.4694
EMAIL: CALCHIEFS@MSN.COM WWW.CALCHIEFS.ORG

ADMINISTRATIVE FIRE
SERVICES SECTION

COMMUNICATION
OFFICERS SECTION

EMERGENCY MEDICAL
SERVICES SECTION

FIRE MECHANICS SECTION

FIRE PREVENTION
OFFICERS SECTION

OPERATIONS SECTION

TRAINING OFFICERS SECTION

LEGISLATIVE SECTION

PROFESSIONAL DEVELOPMENT
COMMITTEE

Farmers Insurance
Catalytic Media Group
%Ed Mertens
715 Zion Street
Nevada City, CA 95959

Dear Ed:

The California Fire Chiefs Association proudly endorses Catalytic Media Group's *Firefacts.org's Interactive Learning System*. We recognize the importance of comprehensive Fire and Life Safety education in every community across our state. Now, through its partnership with Farmers Insurance, Catalytic Media Group has created the ability for every school to have access to this powerful learning tool. We encourage all fire departments to participate in this vitally important program.

The California Fire Chiefs Association is dedicated to the mission of controlling and reducing the impacts of fire. We believe that Fire and Life Safety Education must be a priority and is quite likely the single activity with the greatest potential for reducing fire related deaths and losses.

Catalytic Media Group, through its FireFacts.org division, has developed and implemented a quality resource that will certainly be responsible for many lives saved. It is the pleasure of the California Fire Chiefs Association to endorse this program.

Sincerely,

A handwritten signature in black ink, reading "John R. Malmquist".

John R. Malmquist, Executive Director
California Fire Chiefs Association

"Leading The California Fire Service Into The Future"