



NEWS RELEASE

FOR IMMEDIATE RELEASE

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MAST INTRODUCES BROCHURES AND POSTERS TO PROMOTE FIRE SAFETY IN THE SAN BERNARDINO COUNTY MOUNTAINS

Materials provide tips on fire-wise behavior, creating defensible space and emergency planning

SAN BERNARDINO — The Mountain Area Safety Taskforce (MAST) has produced two brochures, one for mountain-area residents and the other for visitors to the mountains, as well as a poster to promote fire safety in the San Bernardino County mountains.

The trifold Fire Safety Brochure is aimed at residents and property owners in the mountains, providing tips on how to create defensible space and participate in healthy forest initiatives. The brochure also explains the MAST organization and its achievements to date.

The Fire Smart Visitor's Brochure is for people visiting the mountains, especially those who are doing so for the first time and who may be unfamiliar with the fire hazard and the local roads. The trifold brochure provides fire safety tips and contact information for fire prevention agencies. It also contains maps of emergency routes and emergency alert radio stations in the event of a fire and evacuation. The brochure also explains the MAST organization and its achievements to date. It is available in English- and Spanish -language versions.

The 11"x17" poster, a scaled down version of the poster introduced last spring, pays homage the beauty and serenity of the San Bernardino Mountains. On the back side is detailed information and illustrations that describe the need for thinning green vegetation to improve the health of the forest, how to create defensible space and steps for protecting one's home from fire.

"These eye-grabbing pieces are as useful as they are colorful, and will further support our public outreach effort to promote fire safety in the mountains and help prevent catastrophic wildfires," said Assistant Chief Peter Brierty.

Any organization that would like to help distribute the brochures and poster should contact Kristin Wood at Cook & Schmid Public Relations, 619-814-2370, ext. 16, or kwood@cookandschmid.com.

ABOUT MOUNTAIN AREA SAFETY TASKFORCE

MAST is a coalition of local, state and federal government agencies, private companies and volunteer organizations in San Bernardino County that are concerned with public safety in the mountain areas of their respective jurisdictions. For more information about MAST, visit www.calmast.org.

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