



New Parent “One Free Smoke Alarm” Program in the Towns of Midland and Penetanguishene

Joint Media Release

(January 18, 2023 - Midland, ON) The Towns of Midland and Penetanguishene Fire Departments have launched a New Parent “One Free Smoke Alarm” program to provide life-saving smoke alarms to new parents in their communities.

“Every year fire departments across Ontario run thousands of calls where they determine smoke alarms within citizens’ homes are either non-existent, not functioning, or out of date,” said Fire Prevention Officer/Captain Cale McLean of the Midland Fire Department. “Approximately one in three homes in Ontario where a fire death occurred did not have working smoke alarms.”

To reduce this province-wide and daunting statistic, the fire departments are partnering with their community libraries to include a free smoke alarm coupon for new parents as part of the libraries’ “Baby On Board Packs.” These kits are offered to new parents who sign up for a free library membership (or one for their new baby) as resources to welcome and assist them with their new child.

Who is Eligible for a Free Smoke Alarm?

New parents in Midland and Penetanguishene will receive a coupon for a new smoke alarm in their library’s “Baby On Board Pack” based on the year their home was built. Different smoke alarm types are required depending on the year the home was built as per the Ontario Building Code and Ontario Fire Code. The program is intended to help new parents by equipping them with compliant and functional smoke alarms in their homes.

Where can Coupons be Redeemed?

“One Free Smoke Alarm” coupons can be redeemed at the Midland Fire Department headquarters located at 550 Bayshore Dr, Midland, Ontario.

How long is the Program running?

The program officially started January 2023 and will be an ongoing program available to new parents in Midland and Penetanguishene.

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While this program is for new parents, the Midland and Penetanguishene Fire Departments urge all residents to:

- understand how their smoke and carbon monoxide (CO) alarms work.
- test the alarms regularly.
- ensure the alarms are less than 10 years old, and
- install smoke alarms in each bedroom of any home built prior to 2014. This recommendation stems from the statistic that most house fires occur during sleeping hours, and this will ensure those in the home hear the alarm in the event of a fire.

For more information about the New Parent “One Free Smoke Alarm” program, or the smoke and CO alarms in your homes, contact your Town’s fire department by email at fireprevention@midland.ca and fireprevention@penetanguishene.ca.

The Town of Midland and Town of Penetanguishene Fire Departments look forward to making their communities fire-safe together by ensuring all have working and compliant smoke alarms!

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