



Media Release

For more information
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Incident Type: **Public Notification of Unaffiliated Solicitations for Donations**

Date and Time of Incident: For Immediate Release

Reporting Officer: Deputy Fire Chief Glenn Lauper
Reporting Officer Phone: 208-769-2340
Reporting Officer Email: glauper@cdaid.org

Narrative: A few years ago the Coeur d'Alene Fire Department approved a concept for a "Fire Safety Awareness Board" promotional campaign with Firehouse Promotions in Moline Illinois. The concept was for Firehouse Promotions to print a number of fire safety messages for the Coeur d'Alene Fire Department to distribute free of charge to the fire department. Shortly after this approval from the Fire Department, the fire department began to receive concerns and complaints from business owners that they had been receiving sales calls from the company requesting donations for this project and indicating they represented the Coeur d'Alene Fire Department. The Fire Department immediately contacted the company and asked them to stop representing that they were affiliated with the Coeur d'Alene Fire Department.

Earlier this year we received more call of concern and complaints from our businesses that Firehouse Promotions was again calling local businesses for donations while representing that they are affiliated with the City of Coeur d'Alene and the Fire Department.

The Coeur d'Alene Fire Department has no promotional agreement with and is in no way affiliated with Firehouse Promotions. The City of Coeur d'Alene attorney office has sent a letter to the company advising them to stop this activity immediately.

Prevention Message: Please call the Coeur d'Alene Fire Department (208-769-2340) and report any further solicitations for donations mentioning the fire department.

End of Release