



Media release

7 April 2014

St Vincent de Paul Society partners with MFB to distribute free smoke alarm batteries to Victorians in need

The MFB and St Vincent de Paul Society have teamed up to supply smoke alarm batteries for Victorians in need as part of MFB's daylight saving fire safety campaign 'Change Your Clock, Change Your Smoke Alarm Battery'.

Duracell donated 6,500 nine volt batteries to MFB to distribute to the community to encourage people to change their smoke alarm battery when daylight saving ended on the weekend. In seeking a socially responsible way of distributing the batteries, MFB approached the St Vincent de Paul Society to distribute 3600 of the batteries to people who may find it difficult to purchase them. Information on the importance of working smoke alarms was distributed with the batteries.

MFB's Community Engagement Strategist Marc Florio said "I'm aware of the work of the St Vincent de Paul Society with people struggling to make ends meet so I thought their network would be a great way to ensure the batteries get to people who need them the most."

State President of St Vincent de Paul Society Victoria Michael Liddy said "Replacing a smoke alarm battery is unfortunately an easy thing to let slide when daylight saving ends and money's tight. We've been handing out the batteries for the last couple of weeks and they've been really well received. Anything we can do to improve the safety of the people we assist is a great thing so we're very grateful to MFB and Duracell for the support."

ENDS

For further information or to arrange a photograph contact

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