

## Celebrity Dog

# Sparkles the Fire Safety Dog

"Sparkles has her paw on the Pulse of Fire Safety."  
The Chicago Tribune

"We love you, Sparkles!" has been echoed by thousands of young children since Sparkles became a fire safety dog in May 2003. Sparkles was adopted by Firefighter Dayna from the Dalmatian Assistance League in Tulsa, Oklahoma. Previously, Sparkles led a challenging life as she was rescued from a home with 62 other dogs.

An invaluable member of the fire service, Sparkles has helped spread the fire safety message through her fire department and Keep Kids Fire Safe Foundation, reaching millions of children and their caregivers. Sparkles has assisted her department's firefighters and the foundation with hundreds of fire safety programs on the national level. She has come a long way since her days before adoption, participating in a Congressional briefing in Washington, DC, appearing on *FOX and Friends* in New York City as well as having her photo appear on a jumbotron on Times Square in New York City.

According to the National Fire Protection Association, in 2007, a civilian fire-related death occurred every 30 seconds. Sparkles and Firefighter Dayna hope to help change that unfortunate statistic, one presentation at a time.

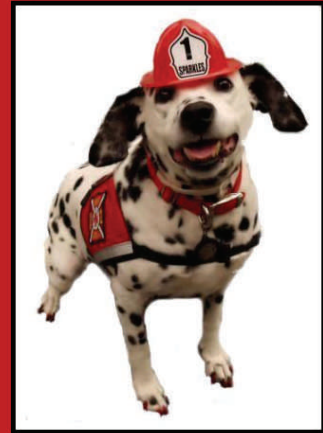
Sparkles is the star of her own critically acclaimed award winning children's fire safety book and audio book, *Sparkles the Fire Safety Dog*. She and the book have been credited with helping save the lives of two children and their two families. In addition, Sparkles was honored by having her book mentioned in Washington, DC during a Senate Homeland Security and Governmental Affairs Committee Community Preparedness Sub-Committee meeting and on the Floor of Congress. To date, over 10,000 copies of *Sparkles the Fire Safety Dog* have been sold since its release on April 2008.

Sample headlines have included: "Sparkles the Dalmatian has her Paw on the Pulse of Fire Safety" (Chicago Tribune), "The Students Sparkles Saved" (Tulsa Public School website), "Sparkles the Dog Saves the Day" (KJRH Tulsa), and "Safety Tips from Sparkles Pays Off" (KOTV Tulsa), among many others.

Sparkles has been featured in issues of *FIDO Friendly Magazine*, *DogSport Magazine* and *Tulsa Pet Magazine* and was on the cover of the *Chicago Pet Directory*. In spring 2010, Sparkles will appear in *Parent Magazine*.

Sparkles is busy dog, sharing the fire safety message on her website, blog, twitter and Facebook page.

Sparkles the Fire Safety Dog



Rescued from a home with 62 other dogs, Sparkles now helps firefighters spread the fire safety message.

**Keep Kids Fire Safe Foundation**

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