



Media Pitches: Take C.H.A.R.G.E. of Battery Safety

Simply copy and paste the following media pitches into an email. Be sure to fill in the specifics to fit your location and organization.

Holiday Season Battery Safety Pitch

SUBJECT: A safety message from [FIRE DEPT/SAFETY ORG] for this holiday season

Hi XXXX:

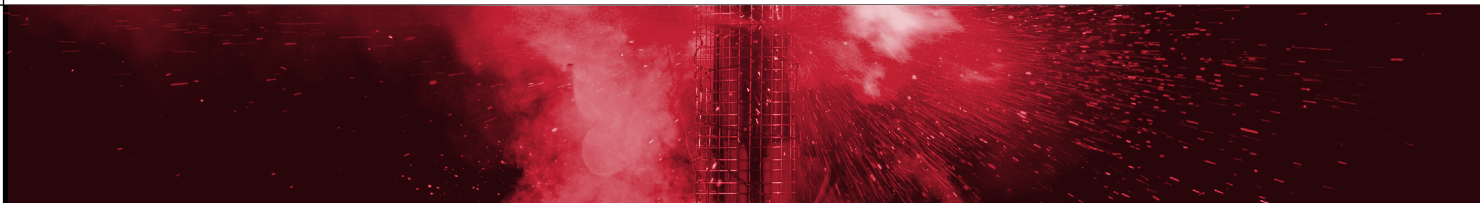
Following a recent lithium-ion battery fire in [city/county, state], we're reaching out to remind residents about fire safety and lithium-ion battery-powered devices during the holidays. **Please let me know if you'd like to conduct an interview with [X, our] representative.**

Popular lithium-ion battery-powered devices, like headphones, cell phones, gaming devices, e-bikes, and children's remote control cars or ride-on toys are at the top of many holiday lists. However, many people don't realize their favorite tech gadgets are powered by lithium-ion batteries that can become unstable if damaged, improperly used, overcharged or exposed to extreme temperatures. This instability can lead to overheating, sparking and even explosions.

Just in time for the holiday shopping season, the [Fire Safety Research Institute](#), part of [UL Research Institutes](#), is releasing a new [public service announcement](#) to educate shoppers about the safe selection and care of lithium-ion battery powered devices. This initiative, part of [FSRI's Take C.H.A.R.G.E. of Battery Safety campaign](#), vividly demonstrates the energy potential stored within the everyday devices in our homes and highlights the importance of preventing lithium-ion battery fires.

This is important as fires in modern homes with synthetic furnishings can have an escape time that's fewer than three minutes, while a fire involving a larger device like an e-bike or scooter can reduce that escape time to less than one minute.

We encourage you to share these tips with your viewers/readers this season.*



*Please see the last page in this section for tips on battery safety



**Research
Institutes**

Year-Round Battery Safety Pitch

SUBJECT: Education and fire prevention from [FIRE DEPT/ SAFETY ORG] on lithium-ion battery-powered devices

Hi XXXX:

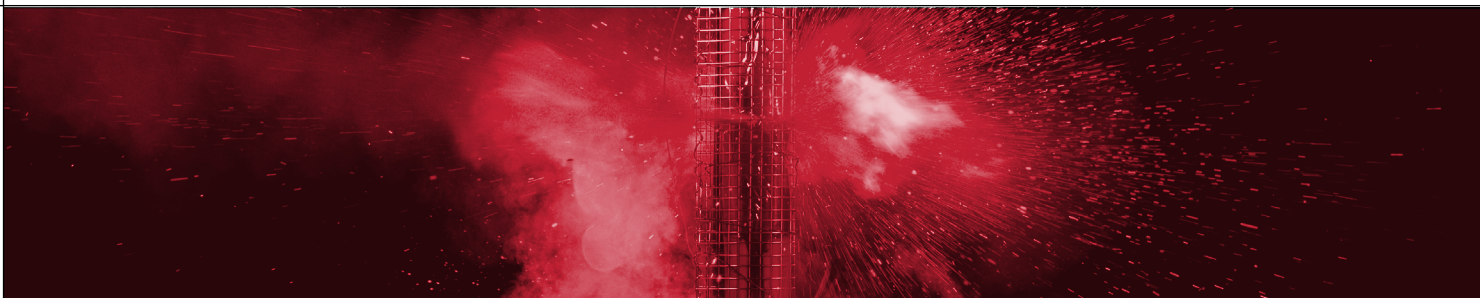
We're reaching out with information around fire safety and lithium-ion battery-powered devices.

Many people don't realize the tech gadgets around their home are powered by lithium-ion batteries that can become unstable if damaged, (punctured, swollen), improperly used (overcharged), or exposed to extreme temperatures. This instability can lead to overheating, sparking and even explosions.

The [Fire Safety Research Institute](#), part of [UL Research Institutes](#), is releasing a new [public service announcement](#) to educate families about the safe selection and care of lithium-ion battery-powered devices. This initiative, part of FSRI's [Take C.H.A.R.G.E. of Battery Safety campaign](#), vividly demonstrates the energy potential stored within the everyday devices in our homes and highlights the importance of preventing lithium-ion battery fires.

This is important as fires in modern homes with synthetic furnishings can have an escape time that's fewer than three minutes, while a fire involving a larger device like an e-bike or scooter can reduce that escape time to less than one minute.

We encourage you to share these tips with your viewers/readers this season.*



*Please see the last page in this section for tips on battery safety

Local Year-Round Battery Safety Pitch

SUBJECT: Education and fire prevention from [FIRE DEPT/
SAFETY ORG] on lithium-ion battery-powered devices

Hi XXXX:

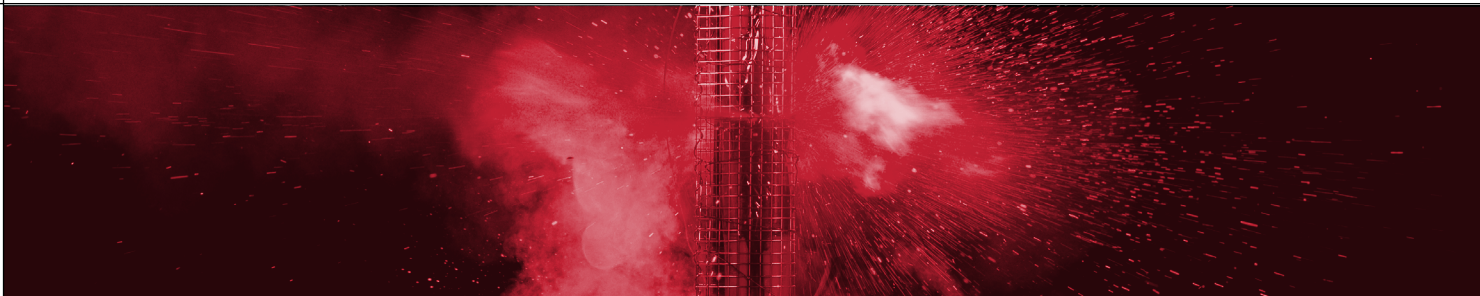
Following a recent lithium-ion battery fire in [city/county, state], we're reaching out with timely information around fire safety and lithium-ion battery-powered devices. Please let me know if you'd like to conduct an interview with [X, our] representative.

Many people don't realize the tech gadgets around their home are powered by lithium-ion batteries that can become unstable if damaged (punctured, swollen), improperly used (overcharged), or exposed to extreme temperatures. This instability can lead to overheating, sparking, fire, and even explosions.

The [Fire Safety Research Institute](#), part of [UL Research Institutes](#), is releasing a new [public service announcement](#) (PSA) to educate families about the safe selection and care of lithium-ion battery-powered devices. This initiative, part of [FSRI's Take C.H.A.R.G.E. of Battery Safety campaign](#), vividly demonstrates the energy potential stored within the everyday devices in our homes and highlights the importance of preventing lithium-ion battery fires.

The demonstration includes batteries used in many common household devices, including personal shavers, remote control toys, drones, laptops, handheld power tools, e-scooters and lawn equipment.

This is important as fires in modern homes with synthetic furnishings can have an escape time that's fewer than three minutes, while a fire involving a larger device like an e-bike or scooter can reduce that escape time to less than one minute.*



*Please see the last page in this section for tips on battery safety

Copy and paste these tips at the end of your pitch to media outlets

We encourage you to share FSRI's Take C.H.A.R.G.E. of Battery Safety tips with your viewers/readers*

Choose Certified Products:

Prioritize your safety by selecting lithium-ion battery-powered devices that are certified by a nationally recognized testing laboratory to ensure they meet important safety requirements.

Handle Lithium-Ion Battery Powered Devices with Care:

Always follow manufacturer guidelines and use the provided charger for lithium-ion battery-powered devices. Avoid modifying batteries or chargers, and charge your devices in safe environments away from extreme temperatures, direct sunlight, and flammable materials. For larger devices, such as e-bikes, charge in a location that does not block your exit path, separate from sleeping areas, and ideally outside your home. Refrain from overnight charging of large devices.

Always Stay Alert for Warning Signs:

Regularly inspect devices for any signs of damage, such as swelling or punctures. Be aware of unusual sounds like hissing or popping. Watch out for excessive heat or a strange odor. White or gray wispy smoke indicates there is immediate danger of fire. If you notice any of these warning signs, stop using the lithium-ion battery powered device immediately.

Recycle Devices and Batteries Properly:

Responsibly dispose of old or damaged batteries and devices by taking them to a designated battery recycling center. Never discard batteries, chargers, or battery-powered devices in regular trash bins.

Get Out Quickly If There's a Fire:

Know the warning signs to look and listen for and get out if you see or hear them. Follow your home fire escape plan to leave immediately, closing doors behind you as you exit and call 9-1-1.

Educate Others on Safe Practices:

Help protect your friends and loved ones by sharing how they can Take C.H.A.R.G.E. of Battery Safety.