

Powerful Thoughts from the President

Electrical Safety Foundation International

Twenty years ago the Electrical Safety Foundation International (ESFI) was founded as a cooperative effort by the National Electrical Manufacturers Association (NEMA), Underwriters Laboratories (UL), and the U.S. Consumer Product Safety Commission (CPSC) to advance the public's electrical safety awareness with the provision of unbiased information. We've accomplished a lot in our twenty years, though we know the need for electrical safety education is ever-present. With our nation's growing dependence on electricity, more people are recognizing the need for ongoing and evolving public education addressing the hazards associated with our electrified lives. It is in this pursuit that ESFI develops our programs and initiatives and we applaud you for taking a proactive approach to protect against electrical hazards.

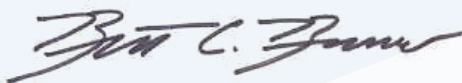
ESFI commemorates "National Electrical Safety Month" each May with the release and promotion of new and updated electrical safety resources. As part of our campaign's growing momentum, governors across the nation have issued proclamations recognizing National Electrical Safety Month in their states and encouraging their constituents to renew their commitment to safety. For Electrical Safety Month 2014, we are excited to announce the launch of *Electrical Safety Illustrated*. In this magazine we will discuss timely electrical safety issues and equip you with the knowledge to better protect your home, family and communities from electrical hazards.

While we touch on a variety of topics, we recognize that we must also go back to the basics to ensure a fundamental understanding surrounding electrical safety. Each section provides only an overview of the issues and we encourage you to visit our website, www.esfi.org, to delve deeper into the subjects. We also invite you to follow us on Facebook, Twitter, LinkedIn and YouTube to stay abreast of emerging electrical safety concerns and receive reminders about how you can protect yourself.

We hope that you will also share this magazine with your neighbors, co-workers, friends and family. Included in the magazine, is a "Safety Advocate Guide" to help you inspire others to get involved and become passionate about electrical safety. After all, the National Fire Protection Association (NFPA) estimates 47,700 home structure fires reported to U.S. fire departments each year involved an electrical failure or malfunction as a factor contributing to ignition. These fires resulted in 418 civilian deaths, 1,570 civilian injuries, and \$1.4 billion in direct property damage.

Awareness and education are the only ways we will reduce the incidence of electrical fires, and we appreciate your involvement in National Electrical Safety Month 2014.

Sincerely,



Brett Brenner
President, Electrical Safety Foundation International



Brett Brenner, President, Electrical Safety Foundation International

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