



WE NEED YOUR HELP!

E.S.C.A.P.E., INC., a non-profit 501(c)(3) public charity, is seeking your assistance in helping us meet our fundraising goal of \$5,000.

Since 1995, E.S.C.A.P.E. has taught over 135,000 children and adults (including senior citizens) techniques in keeping their families safe from fires, including the importance of having working smoke alarms, home hazard awareness, and how to develop and practice a home escape plan.

On **Tuesday, December 13th, 2005 from 4pm - 6pm**, WKZO AM 590 radio will team up with E.S.C.A.P.E. to hold a fundraising event. Lori Moore's Potluck Pals will have their "Holiday Dish to Pass" cookbooks available for sale for **\$5.00 each** at the Texas Corners Ace Hardware location in Texas Township, Kalamazoo County - (7129 West 'Q' Avenue, Kalamazoo, MI 49009 - 269-376-2000).

100% of the proceeds from this event will go *directly* to E.S.C.A.P.E., Inc. to benefit West Michigan families in teaching fire safety, CPR and first aid as well as distributing and/or installing smoke alarms to those in need. Funds will also be used to cover the rapidly increasing fuel, maintenance and other expenses required to operate the E.S.C.A.P.E. Fire Safety Trailer, a 27 foot trailer decorated like a kids bedroom, used to teach children and adults the importance of having working smoke alarms, knowing two ways out of any room, developing and practicing a home escape plan and having a meeting place once outside their burning home.

Please help us meet our goal to keep West Michigan families safe from Fires! If you are unable to attend this event, please give us a call and place your cookbook orders with us prior to the event. We appreciate both you and your employees support of our fire and life safety programs.

ESCAPE INC. - www.escapeinc.org

269-978-4400 or 800-707-1718