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JUNIOR FIRE MARSHAL® PROGRAM

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Turning Everyday Kids into Everyday Heroes



The Hartford created the Junior Fire Marshal® (JFM) program to teach children the basics of fire prevention and safety. We've been doing just that since 1947. We've deputized more than 110 million children as Junior Fire Marshals – but we haven't done this alone. Working together with educators, parents and local fire officials has helped strengthen our mission. Together we will continue to ensure that future generations of children proudly wear our signature red fire helmets in the name of fire prevention and safety.

We've been empowering children to be fire safe for more than 70 years. In 2017, The Hartford made a three-year commitment to donate \$2 million to educate 1.5 million children about fire prevention and safety in the 100 U.S. cities with the highest home fire risk. **Together we prevail.**

How Does the Junior Fire Marshal Program Work?

1. TEACHERS, FIREFIGHTERS AND PARENTS

Use our JFM materials to teach kids fire safety lessons including how to prevent a fire and what to do if a fire starts.

2. KIDS

- Learn about fire safety and their “superpowers.”
- Are deputized as Junior Fire Marshals.
- Receive a JFM helmet.
- Spread the word about fire safety to family and friends.
- Take action to stay safe and be prepared if a fire starts.

3. RESULTS

- Fires are prevented.

- Lives are saved.
- Kids, families and communities prevail.
- Communities are safer!

Our Program's History

The Hartford has cared about protecting people and their property from fire since 1810. When we began as a fire insurance company, employing our own fire department to protect customers. In 1947, with loss of life and property damage from fire still a problem in our nation, The Hartford created the JFM program as a coast-to-coast public service. As one of the country's oldest corporate sponsored public education programs, JFM teaches children the basics of personal fire safety and gives families the information they need to be prepared in a fire emergency.

Over the years, celebrities have helped The Hartford recognize children who saved lives and property, armed with the knowledge they acquired from the JFM program.

Take this quiz (<https://www.brainshark.com/thehartfordpc/NameTheseFireSafetyCelebs>) to identify them and learn about their special contributions.

Additional Fire Safety Resources

Learn more about common causes of fire (<https://www.thehartford.com/about-us/junior-fire-marshal/resources-articles>) and how you can prevent, detect and escape them.