



Carbon Monoxide (CO) Awareness Program

PSA COVERAGE

To carry UL's CO safety messages nationally, we pitched a number of radio stations in the top 15 DMAs and provided them with a script highlighting important CO safety tips for families to run during their public service announcements. To date, 23 stations have aired UL's carbon monoxide PSA in 9 different markets. (Coverage garnered by Emily Luiz shown here)

BOSTON

- **WRKO-AM** (Live Script)

ATLANTA

- **WGST-AM** (Live Script)

PHOENIX

- **KTAR-AM** (Live Script)

TAMPA/ ST. PETERSBERG

- **WGUL-AM** (Live Script)

HOUSTON

- **KTRH-AM** (Live Script)

MINNEAPOLIS

- **KDMA-AM** (Live Script)
- **KFAN-AM** (Live Script)
- **KEYY-FM** (Live Script)
- **KDWB-FM** (Live Script)
- **KFXN-AM** (Live Script)
- **KTCZ-FM** (Live Script)
- **KSTP-AM** (Live Script)

DALLAS FT. WORTH

- **KGBL-AM** (Live Script)
- **KBFB-FM** (Live Script)
- **KAAM-AM** (Live Script)



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BLOG COVERAGE



The Invisible Killer: protecting yourself from carbon monoxide

Mommieswithstyle.com

Posted by Whitney

February 5, 2009

http://www.mommieswithstyle.com/mtblog/2009/02/the_invisible_killer_protectin.html

So earlier this week, 17 adults and children were sent to a Philadelphia hospital after being exposed to carbon monoxide (CO) at a child's birthday party. The cause is believed to be a gasoline-powered generator running a fan for an inflatable playhouse was the source of the deadly gas. The good news is that there were no fatalities, however two of the children had to be treated in a hyperbaric chamber.



Scary. Carbon monoxide is even more of a treat in the winter when people are running wood stoves and portable heaters. Check out this link they sent over - it contains a bunch of great info regarding carbon monoxide dangers, and what you can do to prevent an issue.

I think everyone should have a carbon monoxide detector in their house. We got one at Home Depot a few years ago. A couple of months ago it was driving me nuts beeping - the batteries were running low. In a hurry, I turned it off and I haven't done anything since. I'm thankful for this story and the reminder that I need to get it working again in my house. If you don't have one, consider getting one. We got ours at Home Depot.

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Carbon Monoxide incidents on the rise this winter; could put your family in danger

Submitted By: Emily Luiz

As a mother you want to do everything you can to keep your family safe. Plummeting temperatures, high heating costs and dwindling budgets, have led to a spike in carbon monoxide (CO) incidents across the country. Known as the "Silent Killer," CO is a colorless, odorless, and highly toxic gas that claims the lives of 500 Americans each year and sends an additional 20,000 to the emergency room. Because you cannot see it, smell it or taste it, your family could be exposed to CO without even knowing it. Cheryl Burt knows this tragedy all too well. She lost two sons, Nicholas, 4, and Zachery, 16 months, to CO poisoning from a faulty furnace. Because the Burt's did not have a CO alarm installed in their home, Cheryl had no idea her children were being exposed to the deadly gas.

To increase awareness about this Silent Killer, Underwriters Laboratories (UL), an independent product safety organization, is embarking on a nationwide educational tour urging Moms to INSPECT, PROTECT and DETECT when it comes to safeguarding loved ones from the carbon monoxide.

For more information on UL, please visit, www.ul.com/newsroom.

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