

## **FireSmart® Canada announces mascot: Ember the FireSmart Fox**

### **Name chosen after nationwide online contest**

**Dec 14, 2020** – FireSmart Canada has a new messenger, Ember the FireSmart Fox!

Ember is a fun, fictional fox mascot whose image will become part of FireSmart messages, activities and events.

The name Ember was determined through an online contest that encouraged Canadians to submit suggestions. The winning entry was submitted by Arlene Steward of Swansea Point, B.C., who was the first of more than 50 Canadians (across every province and territory), and one of more than 500 contest participants, to suggest Ember.

Ember is an effective messenger because of her unique characteristics that include alertness, adaptability, intelligence and community mindedness. Ember's primary job is to educate the public about how to apply FireSmart principles to their homes, properties and neighbourhoods to increase wildfire resiliency.

“In an effort to spread awareness about our brand and programs, FireSmart Canada has developed a fox mascot to help further engage and connect with the public,” says Laura King, communications advisor for FireSmart Canada. “Research shows that people of all ages absorb and retain knowledge better when the delivery includes visual aids such as mascots.”

FireSmart Canada leads the development of resources and programs designed to empower the public and increase community resilience to wildfire across Canada.

To learn more about Ember, get to know some of our contest participants, and read about their FireSmart experiences, visit [www.firesmartfox.ca](http://www.firesmartfox.ca).

#### **About FireSmart Canada**

FireSmart® Canada is the national program committed to helping Canadians reduce their wildfire risk. Through publications, programs, outreach training, and workshops, FireSmart Canada provides tools for Canadians to become proactive in reducing the risk of wildfire to their homes and neighbourhoods. FireSmart programs and products are supported by organizations such as the Institute for Catastrophic Loss Reduction, the National Fire Protection Association and The Co-operators. For more information visit [www.firesmartcanada.ca](http://www.firesmartcanada.ca).

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