

## **Eight Kids Each Day Are Unintentionally Injured or Killed by a Gun; New “End Family Fire” Campaign Promotes Safer Gun Storage to Save Lives**

*The Brady Center to Prevent Gun Violence, the Ad Council, and Droga5 introduce new phrase and national PSAs to reduce the number of deaths and injuries resulting from unsecured or misused guns in the home*

[End Family Fire | PSA Video](#)

August 8, 2018 - Every day in America, eight children are unintentionally killed or injured by a gun,\* often one that is found loaded and unsecured in the home. Today, in response to this ongoing crisis, a coalition led by the Brady Center to Prevent Gun Violence unveiled “[End Family Fire](#),” a comprehensive public education campaign focused on preventing the eight gun-related tragedies that occur daily because of these improperly stored weapons. The campaign was produced in partnership with the Ad Council and Droga5, and the PSAs will be distributed to media outlets nationwide.

More than [4.6 million children](#) live in homes with unlocked and loaded guns, and three in four know where the guns are stored in their home. The term “Family Fire” was developed for this campaign and refers to a shooting involving an improperly stored or misused gun found in the home that results in death or injury. Incidents may include unintentional shootings, suicides and other gun-related tragedies.

"We can all agree, eight children being unintentionally shot and injured or killed every day is simply unconscionable," stated Kris Brown, co-president of the Brady Center. "Just like the term 'designated driver' changed perceptions about drinking and driving, the term 'Family Fire' will help create public awareness to change attitudes and actions around this important matter. This is a nonpolitical issue where gun owners and non-gun owners alike can come together and play a role in reducing the number of innocent lives lost to gun violence."

"Making our homes safe for our children is at the heart of what it means to be a parent," said Lisa Sherman, president and CEO of the Ad Council. "With this poignant creative and powerful coalition of supporters, we will raise awareness of this silent national crisis and create a cultural shift to save the lives needlessly lost to family fire."

"End Family Fire" has garnered support from a number of organizations including the National Parent Teacher Association, Doctors for America, the American Psychological Association, the National Association of Social Workers, Bishops Against Gun Violence, the DC Police Foundation, Grace Cathedral, Veterans for Gun Reform, and more.

The campaign is also being supported by the Gun Safety Alliance, a powerful coalition of marketing industry leaders committed to ending gun terror and promoting gun safety, which was founded by Kristin Lemkau, Carolyn Everson, Ross Martin and Steven Wolfe Pereira.

The campaign will run in donated media nationwide across online, print and broadcast platforms. Leading media companies have made significant commitments to support the creative, including FOX Networks Group, Bustle Media Group, Refinery29, Upworthy, Meredith Corporation and the Condé Nast portfolio. Zenith USA has donated their services to support the campaign with strategy and outreach.

For additional resources including tips for safe storage, advice for talking with your family about gun safety, and home protection alternatives, please visit [EndFamilyFire.org](http://EndFamilyFire.org)

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### **Data Source**

\*Average of the most recent five years of complete data on fatal gun injuries (2012-2016) and nonfatal gun injuries (2011-2015) from the [CDC's National Center for Injury Prevention and Control Web-Based Injury Statistics Query and Reporting System](#).

### **About the Brady Campaign and Center for Gun Violence Prevention**

The Brady Campaign, united with the Million Mom March, is a national network of over 90 grassroots chapter affiliates mobilized to prevent gun violence at the community level. The network has played a vital role in expanding Brady background checks in the six states that have passed legislation since the shooting in Newtown, Connecticut and produced one of the largest national protests of gun violence in U.S. history - the Million Mom March, Mother's Day 2000.

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### **About the Ad Council**

The Ad Council brings together the most creative minds in advertising, media and technology to address the most pressing social issues. Its innovative, pro bono social good campaigns raise awareness. They inspire action. They save lives. To learn more, visit [Adcouncil.org](http://Adcouncil.org), follow the Ad Council's communities on [Facebook](#) and [Twitter](#), and view the creative on [YouTube](#).

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### **About Droga5**

Droga5 is an independent agency with offices in London and New York. We create communications and experiences that ignite business growth, with brand purpose at the core.

From integrated-marketing campaigns to business design—and everything in between—our work forges real connections with people and drives results through creativity and collaboration. Droga5 was founded in 2006 and has been recognized as Agency of the Year every year since 2007. Our current clients include Chase, COVERGIRL, ESPN, Georgia-Pacific, Google, Heineken, Hennessy, IHOP, Johnsonville, Kraft, MailChimp, The New York Times, Prudential, Sprint and Under Armour. Visit us at [Droga5.com](http://Droga5.com) or [@droga5](https://twitter.com/droga5) to get to know us better.

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