



MEDIA RELEASE
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WHAT: Fire Museum of Memphis Announces FedEx Corporation Birthday Gift

On the 5th anniversary of the Fire Museum of Memphis, FedEx has made a gift to upgrade audio/visual equipment and technology, primarily the museum's FedEx Fire Room exhibit. The Fire Room exhibit is the museum's most effective tool in teaching its fire safety and prevention program.

City of Memphis Fire Services Division Fire Marshal Alvin Benson credits the Fire Safety Program at the Fire Museum with being a factor in the reduced fire fatality rate in Memphis. Prior to the museum opening, the fire fatality rate was an average of 23 per year, primarily children. Since 1999 the rate has dropped dramatically. In 2002 there was a record low of 9 deaths. No one between the age of 1 and 20 has died since December 2001. So far in 2003, there have been 11 civilian and 2 firefighter deaths (one infant with all other civilians being over the age of 40).

Since the museum opened over 80,000 school children have come to the museum and taken fire safety tours. The most dramatic part of the tour is the FedEx Fire Room that simulates the experience of being in a room when it catches on fire. In 1995 FedEx provided the initial funding to the Museum's Capital Campaign for the Fire Room. The current FedEx gift (to be paid over three years) is for \$100,000 to upgrade exhibit technology.

"As the city's largest employer, I'm sure a significant percentage of the 80,000 children who have toured the museum in the past five years are children of FedEx employees," said FedEx Express President and CEO David J. Bronczek. "Safety is a top priority for FedEx, and helping our children learn how to be safe is of the utmost concern to us. FedEx is proud to be part of the life-saving work being done by the Fire Museum of Memphis."

This gift from FedEx will help the Fire Museum continue its mission of teaching fire safety and prevention.

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