

For Immediate Release

Media Alert

Contact: [Insert name and phone number]

Date: [Insert date]

Reporters Invited to Gear Up for Prescribed Burn

In advance preparation for the Spring, 2000 fire season, [insert county] County Cooperative Extension and the [insert district] district of the Florida Division of Forestry are hosting a prescribed fire demonstration for media representatives.

What: Fire experts and a trained burn crew will conduct a prescribed burn on [insert a burn site ecosystem description, for example: A50 acres of longleaf pine and wiregrass habitat@]. Media representatives will have the opportunity to wear fire-protective gear and get close to or participate in the action as they report on this powerful land management tool.

When: [Insert time and date.] Please note that the burn date may change depending on weather conditions. Call [contact name] at [contact number] on the morning of the burn for information.

Where: [Insert location. Give a brief description of the habitat. Include a brief history of the property, how often it is burned, plants and animals that are found there, etc.]

Why: Prescribed burning is a vital land management technique used to restore and maintain some of Florida's threatened native habitats. Fire has shaped Florida's landscape for thousands of years, and many plants and animals rely on it for their survival. Prescribed fire also reduces fuels and thereby prevents dangerous wildfires.

Who: [Insert information about the County Cooperative Extension Service, Florida Division of Forestry office, and other agencies and partners participating in the prescribed burn.]