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FIRE SAFETY PLEDGES CAN EARN ROCKFORD FIRE DEPARTMENT \$10,000 IN FUNDING FROM LIBERTY MUTUAL INSURANCE

Rockford Residents Can Support Their Fire Departments by Testing Fire Safety Knowledge at www.BeFireSmart.com

Rockford – September 28, 2011 – From New York City to Madison Township, Ind., cities and towns of all sizes are watching a life saving institution struggle for funding, and in some cases close its doors: the community fire house. In fact, less than a quarter of U.S. fire departments are operating with sufficient budgets, according to a recent National Fire Protection Association survey. To curb this trend, 10 local fire departments can again turn to their own community residents to help them earn desperately needed funding: Liberty Mutual Insurance’s \$100,000 Be Fire Smart Fire Safety Pledge Program enables Rockford community members to complete a fire safety quiz at www.BeFireSmart.com that could lead to the Rockford fire department earning one of ten \$10,000 grants.

This is the third year of the Be Fire Smart Fire Safety Pledge Program, designed to help America’s fire houses with new equipment or fire prevention program resources. Last year, Liberty Mutual awarded a combined \$100,000 to these ten winning communities’ fire departments: College Park, Md.; Hutto, Texas; Merrimac, Mass.; Midwest City, Okla.; Mooresville, N.C.; Richmond, Va.; Tampa, Fla.; Tittabawassee Township, Mich.; Whitman, Mass.; and Wilmington, Mass.

“Struggling cities and towns across the country are making drastic decisions to shutter firehouses or cut back on personnel due to budgetary constraints. This is an opportunity for our own residents to avoid that fate by uniting in support of our fire service men and women who tirelessly work to keep us safe and secure,” said Steve Haring, a Sales Representative for Liberty Mutual’s Rockford office. “At the same time, the short quiz and tour through the interactive site will provide moms and dads with valuable information about protecting their families and homes from the devastation of a fire.”

From now through October 31, 2011, Rockford residents can support their local fire departments by taking the online “Burning Questions” quiz at BeFireSmart.com to demonstrate their fire safety knowledge. The quiz asks true/false questions about where fires start and how to prevent and extinguish them. Those who complete the quiz, by answering ten questions correctly, pledge that they are “fire smart” and earn a credit for the Rockford fire department. They can then spread the word by importing their e-mail contacts and sending a challenge to friends and neighbors to encourage them to make the same pledge. The ten fire departments that accumulate the greatest number of credits based on the size of their community will each receive a \$10,000 donation for their station.

The Liberty Mutual Be Fire Smart Fire Safety Pledge donations will be awarded to fire departments based on the size of the communities they serve – small (less than 10,000 residents), medium (between 10,000 and 100,000 residents) and large (greater than 100,000 residents).

About BeFireSmart.com

There are vast resources for parents at www.BeFireSmart.com to help them teach their families about fire safety and to prevent home fires from occurring. The site includes games, room-by-room hazard checklists, interactive fire safety quizzes and a tool to build your own fire escape plan. The fast and fun kids' section also features a downloadable coloring book that tells a story about the importance of never hiding from a firefighter during a fire.

About Liberty Mutual

“Helping people live safer, more secure lives” since 1912, Boston-based Liberty Mutual Group (LibertyMutualGroup.com) is a diversified global insurer and the third largest property and casualty insurer in the U.S. based on A.M. Best Company’s report of 2010 net written premium. Liberty Mutual ranks 82nd on the Fortune 100 list of largest corporations in the U.S. based on 2010 revenue. The company employs over 45,000 people in more than 900 offices throughout the world.

The eighth-largest auto and home insurer in the U.S., Liberty Mutual (LibertyMutual.com) sells full lines of coverage for automobile, homeowners, valuable possessions, personal liability, and individual life insurance. The company is an industry leader

in affinity partnerships, offering auto and home insurance to employees and members of more than 13,000 companies, credit unions, professional associations and alumni groups.

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