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For Immediate Release

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With Your Help, Milwaukee Firefighters May Soon Carry Oxygen Masks for Fido

MILWAUKEE — Milwaukee's fire personnel are known for their lifesaving work when it comes to extinguishing fires and saving *people's* lives. But what happens to the four-legged family members during a fire? As firefighters remove people from a burning home, dogs, cats and small animals are frequently rescued from the site, too. Unfortunately, the oxygen masks used to resuscitate animals are ineffective because they are intended for humans and don't fit properly on animals.

The Wisconsin Humane Society is launching a fundraising campaign to outfit Milwaukee County Firehouses with oxygen masks for companion animals. Supplying these firehouses with masks will help firefighters challenged with the task of providing emergency care for animals. This equipment can help companion animals recover from severe smoke inhalation and possibly even prevent death.

There are 84 engine houses and medical response units in Milwaukee County. WHS plans to raise enough money to provide each house with a set of three masks. Each set contains masks of multiple sizes which can fit animals of all sizes, from small guinea pigs to large dogs. The total amount needed to purchase the masks is about \$4,620. All funds will go directly towards the purchase of oxygen masks.

Each set costs only \$55, but you can make a donation in any dollar amount. To contribute a donation to this effort, please go to www.wihumane.org. More information and links are also provided on the Wisconsin Humane Society website.

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INTERVIEW/PHOTO OPPORTUNITY: A spokesperson with the Wisconsin Humane Society will be available for interviews about the fundraising effort on Thursday, January 8th between 10am and 12:00 noon or by special appointment. To schedule an interview, please call Angela Speed at 414.431.6104 or email her at aspeed@wihumane.org.