



Domino's Fire Safety Program

Every year there are an estimated 3,000 fire-related deaths in the United States – and with Fire Prevention Week right around the corner (Oct. 6 – 12), this is the time of year for homeowners to change the batteries in their smoke alarms. Domino's partners with the National Fire Protection Association every year to encourage fire safety and reward homeowners who have working smoke alarms with free pizza.

Domino's stores across the U.S. partner with their local fire departments and reward customers who have working smoke alarms. The fire departments will deliver select orders from the store aboard a fire truck. If all the smoke alarms in the home are working at the time of delivery, the pizza is free. If a smoke alarm is not working, firefighters will replace the batteries and/or smoke alarm and leave the home with a fully functioning fire safety device.

Below are simple instructions on how to implement this program in your town!

STEP 1:

Contact your local Domino's Pizza

- **NOTE:** Each Domino's Pizza store is independently owned and operated. Please be aware that program participation is up to the discretion of the store owner. In order to receive the full benefits of the program, please contact Domino's PR Team so that they can create press materials before **Monday, Sept. 17**. Also note that to be eligible, your station must be within the delivery area of a Domino's store.

EXECUTION:

- Contact the manager at your local Domino's Pizza.
- To find the appropriate store, visit www.dominos.com and insert your fire station's address into the location finder.
- Offer to work with Domino's Pizza on an easy-to-execute program to promote fire safety for Fire Prevention Week, while also rewarding people for maintaining good fire safety procedures in their homes.
- If the store has any questions, please contact Domino's PR Team (see contact information below).

If you have any questions or need additional assistance, contact Domino's PR Team: Jeannette Conklin at 734-930-3911 or Jeannette.conklin@dominos.com.

STEP 2:

- **Select time to make pizza deliveries aboard the fire engine**

EXECUTION:

- Work with the Domino's store to deliver pizza to residents, rewarding those with working batteries in their smoke alarms with a free order.
- Select a day and time for the fire department and engine to be at the store to randomly choose a pizza order to deliver. The delivery expert will follow the fire engine to the home.
- When the delivery arrives, check the home for working smoke alarms. If the device works, the order is **free, compliments of Domino's Pizza**. If the batteries are not working, the fire department will supply new batteries or a working smoke alarm.
- The duration of the program is up to you. It can be done one night for a few hours or over the course of a week. Domino's PR team suggests 1-2 deliveries between the time frame from 3 p.m. and 5 p.m.

If you have any questions or need additional assistance, contact Domino's PR Team: Jeannette Conklin at 734-930-3911 or Jeannette.conklin@dominos.com.

STEP 3:

Contact Domino's PR team to publicize the program

EXECUTION:

- Once you've locked down a time during Fire Prevention Week to make the deliveries, contact Domino's PR Team with the details (see attached form): Jeannette Conklin at 734-930-3911 or Jeannette.conklin@dominos.com.
- Domino's PR team will create press materials to distribute to your local media promoting the program (see attached example). We will do our best to get your program noticed, but please be aware media coverage is not guaranteed.
- You can also use these final materials to reach out to your own media contacts in the area.
- Domino's will obtain the fire department's and franchise owner's approval before distributing the press materials.
- Remember: All requests for press materials should be made by **Monday, Sept. 13**.

If you have any questions or need additional assistance, contact Domino's PR Team: Jeannette Conklin at 734-930-3911 or Jeannette.conklin@dominos.com.

Domino's Fire Safety Program
Press Material Request Form

Fire Professional Name: _____

Fire Professional Title: _____

Fire Department Name: _____

Fire Department Contact Phone Number: _____

Dates and timeframe of program _____

Domino's store address: _____

Domino's store phone number: _____

Domino's store contact name: _____

Domino's store contact phone number and/or email: _____

Please email the completed form to Jeannette.conklin@dominos.com after you have confirmed participation with the franchise owner and no later than **Monday, September 13.**

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Best Practices

- The manager should ask the customer [on the telephone, after the order is placed] if it is okay if their order is delivered aboard a fire engine. Explain that if they have a working smoke alarm, their pizza order is free. If they do not, a smoke alarm or battery will be given to them.
- A delivery expert should always follow the fire engine in his/her own vehicle to make the delivery to the customer. Make sure the customer is comfortable having the firefighter come into their home to check the smoke alarms.
- Consider attaching a Domino's Pizza car-topper to the fire engine during the delivery.
- Select a spokesperson from the fire department to be ready for interviews, as local media may show up to cover the story.

Domino's Fire Safety Program

Press Release -- Example

Media Relations Contact:
Jen Hug
Domino's Pizza
734-277-4287
Jen.hug@dominos.com



FOR IMMEDIATE RELEASE

Nixa Domino's Pizza Partners with Nixa Fire Protection District to Promote Fire Safety During Fire Prevention Week

Residents receive free pizza for properly functioning smoke alarms

NIXA, Mo., Oct. 3, 2011 – Nixa Domino's Pizza and the National Fire Protection Association (NFPA) are teaming up with the Nixa Fire Protection District to promote fire prevention during Fire Prevention Week (Oct. 9 - 15). From Oct. 11-13, anyone who orders a Domino's pizza may be surprised at the door when their pizza arrives aboard a fire engine. If all the smoke alarms in the home are working, the pizza is free. If the smoke alarm is not working, the firefighters will replace the batteries and leave the home with a fully functioning alarm.

"Fire safety is vitally important," said Shawn Motes, owner of Domino's Pizza in Nixa. "We are thrilled to work with the NFPA and the fire department on a program to promote the safety of our friends and neighbors and to reward those who make fire safety a priority."

"Fire Prevention Week is a great time of year to change the batteries in your smoke alarms," said Assistant Chief Lloyd Waller, of the Nixa Fire Protection District. "Functioning smoke alarms save lives, but many people forget to maintain the batteries. We are excited to be working with Domino's Pizza to promote good fire safety precautions by rewarding residents who have properly installed and functioning smoke alarms with a free, delicious pizza."

Customers can call the Nixa Domino's Pizza store, located at 690 W. Mount Vernon Road, at (417) 724-1010 to place their order and be eligible for the fire truck delivery.

Nixa Domino's is open for delivery and carryout. Domino's Pizza offers customers a full menu to choose from, including four types of pizza crust (thin, hand-tossed, deep dish and Brooklyn Style), Domino's American Legends[®], BreadBowl[®] Pasta, Oven Baked Sandwiches, Cheesy Bread, Breadsticks, Chicken Wings, Boneless Chicken, Chocolate Lava Crunch Cakes, CinnaStix[®] and Coca-Cola[®] products.

About Domino's Pizza[®]

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery. Domino's is listed on the NYSE under the symbol "DPZ." As of the first quarter of 2012, through its global footprint primarily made up of locally-owned and operated franchises, Domino's operated a network of 9,810 franchised and Company-owned stores in the United States and over 70 international markets. During the first quarter of 2012, Domino's had global retail sales of nearly \$1.7 billion, comprised of over \$830 million domestically and nearly \$855 million internationally. Domino's Pizza had global retail sales of over \$6.9 billion in 2011, comprised of over \$3.4 billion domestically and over \$3.5 billion internationally. In May 2011, Pizza Today named Domino's its "Chain of the Year" for the second straight year – making the company a three-time overall winner, and the first pizza delivery company to receive the honor in back-to-back years. In 2011, Domino's was ranked #1 in Forbes Magazine's "Top 20 Franchises for the Money" list.

Order - www.dominos.com
Mobile - <http://mobile.dominos.com>
Info - www.dominosbiz.com
Twitter - <http://twitter.com/dominos>
Facebook - <http://www.facebook.com/Dominos>

Domino's Fire Safety Program
Local Media Coverage – Example

THE DENVER POST

Working smoke alarms net some free pizza

Domino's, West Metro Fire Rescue team up to remind residents about safety precautions

By Cindy Matthews
YourHub.com Contributor

Daylight saving time ended recently and, as a friendly safety reminder, Lakewood Domino's Pizza and the West Metro Fire Rescue joined forces to promote fire prevention.

On Nov. 5, eight lucky Domino's customers were surprised at their door when their pizza arrived aboard a fire engine. Homes that had working smoke alarms were rewarded with free pizza. Of the eight deliveries, six homes had fully functioning alarms and the firefighters replaced batteries in the other two homes.

"Hundreds of lives could be saved each year if all homes had working smoke alarms," said John Haydon, owner of Domino's Pizza in Lakewood. "We are thrilled to work with the West Metro Fire Rescue on a program to promote the safety of our friends and neighbors and to reward those who make fire safety a priority."

"Daylight saving time is a great time of year to change the batteries on your smoke alarm," said Cindy Matthews, West Metro Community outreach director. "Functioning smoke alarms save lives, but many people forget to maintain the batteries. Nearly two-thirds of home fire deaths occur in homes without smoke alarms or with smoke alarms that do not function prop-

erly. Every year, there are an estimated 5,000 fire-related deaths in the United States."

Here are a few smoke alarm safety tips from Domino's and West Metro Fire Rescue:

- An ionization smoke alarm is generally more responsive to flaming fires and a photoelectric smoke alarm is generally more responsive to smoldering fires. For the best protection, both types of alarms or combination ionization and photoelectric alarms are recommended.
- Install smoke alarms in every bedroom, outside each separate sleeping area and on every level of the home, including the basement. For the best protection, interconnect all smoke alarms

throughout the home. When one sounds, they all sound.

- Test alarms at least monthly by pushing the test button.
- Smoke rises; install smoke alarms following manufacturer's instructions high on a wall or on a ceiling. Save manufacturers' instructions for testing and maintenance.
- Replace batteries in all smoke alarms at least once a year. If an alarm "chirps," warning the battery is low, replace the battery right away.
- Alarms that are hard-wired (and include battery backup) must be installed by a qualified electrician.

Cindy Matthews is the West Metro Fire Rescue outreach director.



Firefighters deliver free pizzas to families with working smoke alarms. *Cindy Matthews, YourHub.com Contributor*