



****Media Alert – Press Conference****

Grand Traverse County Man to Meet 9-1-1 Dispatchers and Responders Who Saved Him from House Fire

Smart911 to Present Dispatchers and Responders with a SmartSave Award for Effectively Using Information in a Safety Profile to Save Life

When: Friday, November 14, 2014, 11:30 am EST

Where: Grand Traverse Central Dispatch, 400 Boardman Ave, Traverse City, MI
2nd floor Commission Chambers

Who:

Dan Hoffman – Victim of house fire
Randy Rittenhouse- Fire Chief, Peninsula Township Fire Department
Jim Tuller – Fire Chief, Traverse City Fire Department
Brent Strom- Firefighter, Peninsula Township Fire Department
Jessica Rose – Smart911
Jamel Anderson – Director of Grand Traverse Central Dispatch
Kelly King- Dispatcher, Grand Traverse 911
Susan Guernsey– Call-Taker, Grand Traverse 911

What: On Thursday, November 6, Dan Hoffman of Peninsula Township called 9-1-1 from his mobile phone when he awoke to find his house on fire. As the home filled with smoke, he couldn't speak and 9-1-1 was unable to receive accurate location information from his mobile phone. Luckily, in June 2013, Hoffman's wife Heather signed up for Smart911 - a free service provided by Grand Traverse County that allows residents to create a Safety Profile for their household with details 9-1-1 can use to enhance and expedite emergency response.

When Hoffman dialed 9-1-1 his family's Safety Profile appeared on the dispatcher's screen and provided his name, photo, address and a picture of their home. Response teams were dispatched, finding the house on fire and Hoffman inside, barely conscious. He was rescued and transported to a local hospital while Fire crews put out the fire. Without the Smart911 Safety Profile, response teams would very likely not have been able to locate him in time.

During this event, Hoffman will meet dispatchers and responders who handled his emergency, as they receive awards for outstanding efforts utilizing the life-saving Smart911 system.

Why: In addition to Grand Traverse, Smart911 is available in the MI counties of Eaton, Ionia, Crawford, Kalkaska, Van Buren, Ottawa, Shiawassee and Barry. Awareness of this life-saving system is vital for all citizens. Smart911 has saved lives and averted tragedy across the country; the system now brings added protection to more than 1000 municipalities in 37 states.

For further details, please contact: Jamel Anderson Grand Traverse Central Dispatch, (231) 922-4555 janders2@grandtraverse.org. For Smart911, contact JaeMi Pennington, Davies Murphy Group, (781) 418-2401, pr@ravemobilesafety.com.