

media release

SA Metropolitan Fire Service



Pembroke School Students Donate Comfort Bears to MFS

Tuesday, 27 September 2011

On Wednesday 28th September at 12.45 pm, students from the after school program at Pembroke School will visit Adelaide Fire Station to donate hand-made bears to the South Australian Metropolitan Fire Service (MFS) for use in the highly successful Comfort Bear Project.

The aim of the Comfort Bear Project is to help relieve trauma suffered by young children involved in, but not limited to, motor vehicle accidents or house fires. Firefighters have found from their experience that the giving of Comfort Bears has a positive benefit for all involved.

The Comfort Bears Project was launched in 1990 by the Fairfield Lions Club in Sydney and soon after went international incorporating the USA, UK and many other countries. In 1996 the MFS Oakden Station piloted the project. The success of the project saw it expanded to all MFS Stations and is now standard practise.

The MFS is now fortunate enough to receive donations of hand-made bears from several sources throughout South Australia including the delightful supply of hand-made bears from Pembroke after school program students.

District Officer Allan Foster from the Community Safety and Resilience Department at the MFS says "Firefighters give almost 150 comfort bears to traumatised children each year. With groups such as the Pembroke after school care program, children's trauma is significantly reduced."

Two comfort bears are kept on each MFS fire appliance and other operational vehicles with personnel distributing almost 150 comfort bears each year.

WHAT: Donation of Comfort Bears to MFS

WHEN: Wednesday 28th September 2011, 12.45 pm

WHERE: Adelaide Station, 99 Wakefield Street Adelaide

VISUAL AND INTERVIEW OPPORTUNITIES:

Firefighters will be present to explain how this donation really makes a difference to young children who have just been involved in a traumatic event. Mr Rob Lang, after school program co-ordinator from Pembroke, will also be available for interview to detail how the making and donating of the comfort bears gives the students a sense of community spirit.

For media enquiries and interviews call the MFS Media Line on (08) 8204 3770

Further information for the public:

Call the MFS Community Education Department on (08) 8204 3611 during business hours.

Country callers 1300 737 637.

www.mfs.sa.gov.au