



## **FOR IMMEDIATE RELEASE**

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### **FIRESMART CANADA MERGES WITH CANADIAN INTERAGENCY FOREST FIRE CENTRE Union will help Canadians prevent wildfire and build neighbourhood resilience**

After more than 25 years of growth and program development under Partners in Protection Inc., FireSmart Canada™ is pleased to join the Canadian Interagency Forest Fire Centre (CIFFC) to create a truly national prevention and mitigation organization.

Under an agreement that took effect March 31, FireSmart Canada will continue as the national public-facing brand encouraging Canadians to take action to make their homes and properties more resilient to wildfire.

Longstanding FireSmart Canada initiatives, such as Wildfire Community Preparedness Day, the Neighbourhood Recognition Program, the Local FireSmart Representative Workshop, and the Home Partners Program, will remain active and vibrant.

FireSmart Canada president Jeff Erwin said the new framework will ensure stability and sustainability for FireSmart Canada, its outreach and mitigation programs, and its expanded focus on prevention of unplanned wildland fires.

“The transition to CIFFC provides FireSmart Canada an opportunity to develop new messaging and programming to include prevention of unplanned wildfires, and to reach a national audience through a sustainable framework of support from all provinces and territories, and federal agencies and organizations,” said Erwin.

The Canadian Council of Forest Ministers approved the union of CIFFC and FireSmart Canada in September 2020 in support of an expanded federal mandate to educate Canadians from coast to coast about wildfire prevention and mitigation.

CIFFC executive director Kim Connors said combining with FireSmart Canada and providing organizational support for programs, messages and growth is a logical and strategic step in the development of a national prevention and mitigation program.

“We look forward to this new partnership,” said Connors. “Our goal is to ensure all Canadians have the tools to help prevent unplanned wildland fire and build resilient homes, neighbourhoods and communities.”

In 2020, the FireSmart Canada board of directors approved a transition to CIFFC dependent on a governance model comprising a mechanism to incorporate the views of a broad collective of external partners through an advisory committee of key stakeholders.

The transition of FireSmart Canada to CIFFC eliminates the Partners in Protection membership structure but has several key benefits, including increased research capacity, the opportunity to more broadly share the FireSmart message across Canada, sustainability, and more stable funding.



### **ABOUT PARTNERS IN PROTECTION**

Partners in Protection, a not-for-profit association, was incorporated in Alberta on Feb. 8, 1993. It comprises national, provincial and municipal associations, government departments responsible for emergency services, forest and parks management, land-use planning and private business and industry. The mandate of Partners in Protection is to facilitate interagency co-operation in the promotion of awareness and education aimed at reducing risk of loss of life and property from fire in the wildland-urban interface. Partners in Protection ceases operation on March 31, 2021.

### **ABOUT FIRESMART CANADA**

FireSmart Canada leads the development of resources and programs designed to empower the public and increase neighbourhood resilience to wildfire across Canada. Leveraging partnerships with a comprehensive network of leading wildland fire science researchers allows FireSmart Canada to develop programs and resources that are based on peer-reviewed and defensible science.

[www.firesmartcanada.ca](http://www.firesmartcanada.ca)

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### **ABOUT CIFFC**

The Canadian Interagency Forest Fire Centre was established in 1982 as a not-for-profit corporation, owned and operated by the provincial, territorial and federal governments. Under CIFFC's original mandate, it has co-ordinated the sharing of wildfire resources and information among provinces and territories and international partners. CIFFC's new mandate will include prevention, mitigation, preparedness, response, and recovery.

[www.ciffc.ca](http://www.ciffc.ca)

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