

Beat: Music

## **COUNTRY MUSIC STAR CRAIG MORGAN AND KIDDE LAUNCH NEW AD CAMPAIGN**

### **STAY SAFER FROM FIRE WHEN AWAY FROM HOME**

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**USPA NEWS** - Country Music entertainer Craig Morgan and Kidde Fire Safety are encouraging families to be fire safe and stay connected to home. The televised ad campaign features the TV host, military veteran and Country Music chart-topper along with Kidde's new RemoteLync Monitor and Camera,...

Country Music entertainer Craig Morgan and Kidde Fire Safety are encouraging families to be fire safe and stay connected to home. The televised ad campaign features the TV host, military veteran and Country Music chart-topper along with Kidde's new RemoteLync Monitor and Camera, and Kidde's Worry Free smoke and carbon monoxide alarms.

Filmed on location with the Dickson, Tennessee Fire Department, the 30- and 15-second spots, featuring Black River Entertainment recording artist Craig Morgan, began airing on ABC television stations in New York, Los Angeles, Chicago, San Francisco, Philadelphia, Houston, Raleigh, Fresno and Nashville in connection with "The 49th Annual CMA Awards" on ABC on Nov. 4.

Craig Morgan and Kidde representatives will join national and local fire service leaders for an official "kick off" event the morning of the CMA Awards in Nashville.

The campaign with Morgan also includes a 30-second public service announcement focusing on simple home fire safety steps:

1. Replace outdated smoke alarms every 10 years. Consider installing smoke alarms with a 10-year sealed-in, tamper-proof battery.
2. Place fire extinguishers within reach on every level of your home.
3. Install UL-listed CO alarms on each floor and near bedrooms.
4. Create and practice an escape plan with your family.
5. Commit to being a safety hero. Staying fire safe helps keep your family safer and reduces the risk of injury and death to firefighters.

A multi-faceted entertainer, Craig Morgan has made a name for himself as a Country Music icon, TV host, celebrated outdoorsman and patriotic Army veteran. One of Country Music's best-loved artists, the Black River Entertainment artist thrills massive crowds with signature hits including "Bonfire," "Almost Home," "Redneck Yacht Club," "International Harvester," "This Ole Boy," "Wake Up Lovin' You" and the six week #1, "That's What I Love About Sunday."

Source : Kidde

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