

The Chicago Fire Department School Assemblies

Product: PZ-269, 9 piece coloring puzzle with crayons

Marketing Objective: To educate that

- The Fireman is a friend
 - 9-1-1 is for help
 - Fire Safety

The Chicago Fire Department community relations division makes yearly visits to the city's second grade students. During assemblies fireman demonstrate their equipment, teach fire safety, and emergency procedures. The PZ-269 coloring puzzle is handed out to all students that attend.

The interactive puzzle with crayons builds a positive image and ensures that all will remember the number 9-1-1.

