

An orange circle could save a life

By ALANA GRIFFITHS
Times staff writer

The Mississauga Jaycees and The Mississauga Fire Department have co-operated to distribute stickers to over 60,000 children in Mississauga. The bright, four-inch, orange circle can be stuck to the bedroom window so it faces outside. It helps identify a child's room so he can be located and saved more quickly in the event of fire.

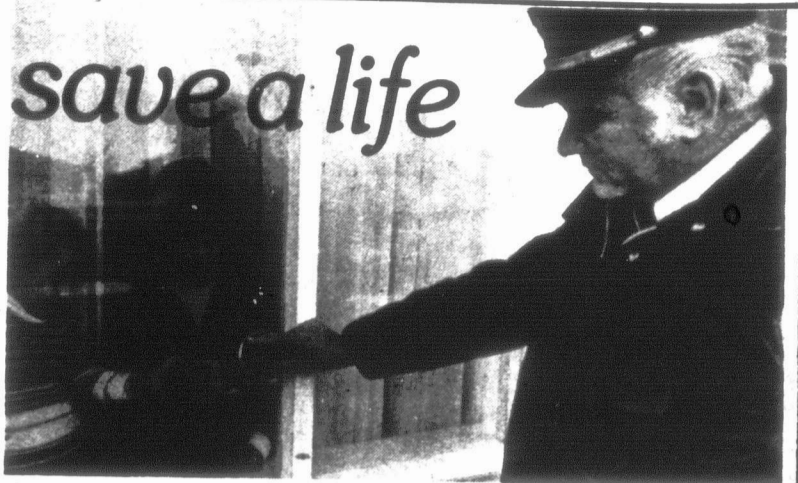
"Nothing has ever been done on such a large scale," said Allen Pasquale, who handles public relations for the Mississauga Jaycees, "and time was moving on if we wanted to do it in the Year of the Child, so one of our members, who is a fireman, proposed the campaign.

Both boards of education will receive packages of

stickers and letters for every elementary class, nursery school and day-care centre in Mississauga. "We are conducting the campaign for children only."

Plans to include the handicapped and senior citizens in the sticker campaign were never discussed. Pasquale hoped the stickers could be used in this aspect but their efforts "were more in tune with children. If everyone has a sticker, the campaign would lose its impact. Besides, the project budget is \$10,000 and only enough to cover printing costs at the moment."

Save the Child stickers can be obtained by writing Mississauga Jaycees at P.O. Box 36, Station 'A', Mississauga L5A 2Y9 or picked up at a fire station or City Hall.



Assistant Deputy-Chief John Hickey attaches an orange circle to a child's bedroom window.
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