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Chalk Your Walk Guidelines

With the cancellation of the Fire Department's annual open house during Fire Prevention week we have been searching for new ways to get out the safety messaging that is vitally important in keeping our community safe. Therefore, it is our hope that you will support us in keeping our community safe through our outreach effort of "Chalk Your Walk."

What is Chalk Your Walk? It is a way for us to come together as a community and unite in spreading this year's Fire Prevention Week theme of "Serve Up Fire Safety in the Kitchen." For more information on fire prevention week please go to: <https://www.nfpa.org/Public-Education/Staying-safe/Preparedness/Fire-Prevention-Week/about>

The Community Challenge: All families, businesses, community organizations, schools, etc., create a sidewalk chalk fire safety message to kick off our community Chalk Your Walk campaign.

The Message: The official Fire Prevention Week message is, "Serve Up Fire Safety in the Kitchen." You can include general safety messages, but the main message must be the fire safety theme. Also - Please use #FireSafeFitchburgWI in your message.

How: You provide the chalk and create your safety message on your sidewalk or driveway.

- The artwork must speak for itself! (No personal, business, department or organization names or abbreviations should be used.)
- You can create as many sidewalk chalk safety messages as they want
 - (Business may submit by each shift, department, work assignment area, etc., all are welcome).
- Take photos of those messages to be entered into the competition.
- Send those photos to Fire@fitchburgwi.gov
- Please put "FPW - Chalk Your Walk" in the Subject line.
- Please include the following:
 - Contact Name, Address, Phone Number
 - Location of the Artwork

(For businesses: If you desire, your staff can choose to hold an internal competition and pick the top three photos for the throw down.)

When: Begin creating your works of art now through the end of September. Deadline for submission is Sept 30th.

The Prize: Winning photos to be showcased on FACTv and the Fire Department will use the winning sidewalk safety message photos to highlight the Fire Prevention Week activities which will run through Fire Prevention Week in October.

to serve

to learn

to respect

to lead