

--RADIO COPY--

“\$2 billion A Year Up In Smoke ”

30 second spot

Announcer:

In the time it takes to finish this sentence, an arson fire will destroy \$600 worth of property. That's a total of two billion dollars a year lost to arson fires in the United States.

Even more shocking is that over half of the people arrested for arson are under 18 years of age. If you know a child who may be involved in setting fires, please contact [insert your department name] for a confidential assessment. Education and intervention can prevent juvenile firesetting.

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