

FireSmart™ Ember Request Package



Ember and FireSmart and other associated Marks are trademarks of the Canadian Interagency Forest Fire Centre. The Ember mascot suits are owned by the BC FireSmart Committee (BCFSC) and are housed and distributed by the BC Wildfire Service (BCWS). Only BCWS staff, BCFSC member agencies, and other approved partners may borrow the suits. This package contains usage guidelines and a suit request form.





Ember™ the FireSmart Fox Costume Guidelines

Ember the FireSmart Fox was created on Dec. 14, 2020, to serve as the national mascot for FireSmart Canada and its provincial and territorial partners. Ember is a resourceful, knowledgeable and thoughtful fox, who helps individuals and communities increase their resiliency to wildfire by educating them about preventative measures they can undertake.

No product bearing the image of Ember may be produced without written permission from FireSmart Canada. All art and advertising using the image of Ember must be approved by FireSmart Canada prior to use. Please be sure FireSmart Canada has given permission before you use Ember images.

It is important for Ember to project a positive image that matches her attentive and thoughtful character. Ember costumes must be purchased from the designated licensee:

Maydwell Mascots Inc.

222 Islington Ave #10, Etobicoke, ON M8V 3W7

(416) 214-1188

MaydwellMascots.com

Appropriate Uses

Ember costumes may be used for parades and for appearances at schools, fairs, television appearances, sporting events, Wildfire Community Preparedness Day events, and other functions promoting wildfire preparedness. Inappropriate uses of Ember include political events, unauthorized corporate events, job fairs, or any situation that might compromise the integrity of Ember, or negatively reflect FireSmart Canada and its core messages.

Appearance

- Individuals who wear and use the costume must agree to:
- Use the costume only to further public information, education, and awareness of FireSmart principles.
- Not speak during appearances. Conversations or explanations should be carried out by an adult accompanying Ember.
- Always appear in full costume (head, body, legs, paws).
- Remain anonymous at every appearance and in any publicity connected with an appearance.
- Use only costumes that are clean, complete, and in good condition.
- Keep costume out of sight before and after use.
- Appear attentive and friendly. Avoid clowning and horseplay.
- Always be accompanied by an adult in public appearances except when not practical.
- Not smoke, use alcohol or drugs immediately prior to or during the Ember appearance.

In addition:

- The suit should be put on and taken off in a private dressing area.
- After putting on (and taking off) the suit, a guide or handler will inspect the suit to ensure all closures are intact and there are no tripping hazards; Note that Ember's tail is properly affixed to the suit and all pieces; hands, feet, scarf, head, tail and body must be accounted for.
- The person wearing the suit must be demonstrative to be effective, and express sincerity and interest in the appearance by moving paws, head, and legs.
- A guide or handler should be assigned to guide Ember at the elbow to ensure safety of the person wearing the costume.
- The person wearing the costume should not rapidly approach small children, should not pursue interaction with anyone who doesn't appear to want to engage
- The costume may become hot to the wearer after a very short period. Several cooling options are available from the costume manufacturers. Limit appearances to 15 to 20-minute segments to minimize personal discomfort.

Care And Maintenance

After each appearance, check the costume for needed repairs or cleaning. Note any necessary repairs on the outside of the storage box or hanger for immediate follow-up by the owner of the costume. The Ember costume is not used unless it is clean, complete, and in good repair. Ideally, the costume should be dry-cleaned. Laundering is permitted according to the manufacturer's specifications. If the costume is not cleaned after several hours of use, it will begin to smell and cause deterioration. It's best to store the costume outside of the carrying case and hung on a heavy-duty hanger, as well as storing the case with the lid off.

Returning Ember

It is the responsibility of the user to properly clean and disinfect the suite before returning it to the Local Fire Centre.

This includes:

- Wiping the inside Ember's Head with a disinfected wipe
- Spot cleaning Ember's tail, hands, and head
- If the body of the suit needs to be cleaned it can be put in a washing machine, regular wash with cold water only
- Hanging the suit to dry before

The Fire Centre will inspect the suit for any marks and or damages before signing off the request form. If the suit is returned and does not meet the cleaning requirements, the Fire Centre will require the requestor to get the suit professionally cleaned. It may result in losing the right to borrow the suit in the future.

Security

Protect the Ember costume from theft or vandalism to eliminate unauthorized use, which may result in bad publicity and harm to the integrity of Ember as a symbol of FireSmart.

- Keep the costume under lock and key when it is not in use.
- Use a sign-in/sign-out system to control costume use.

- Mark the costume box or hanger to say: “Warning: Unauthorized use or possession of this costume is not permitted.”
- Immediately report theft of costume to the appropriate law enforcement authorities and request prompt action to assure recovery.
- When it is determined by the owner that the costume is no longer fit to wear and must be disposed of, the suit shall be rendered unrecognizable as an Ember costume by cutting or tearing all components.

Approved Ember’s Messages (Adult)

- FireSmart principles can help make your home and community more resilient to wildfire.
- Communities can apply to be a FireSmart Canada Recognized Neighbourhood to receive support and funding to help enact FireSmart principles.
- FireSmart principles have shown that they are effective at reducing the risk to property in the most extreme wildfire conditions.
- Many FireSmart actions that reduce the wildfire risk to your property require little to no investment and will not negatively impact the aesthetics of your property.

Tips to FireSmart your home and their property, include:

- Maintain a non-combustible surface in the area within 1.5 metres of your home.
- Remove flammable plants and stored combustibles, such as firewood, lumber, vehicles or other items from within 10 metres of your home.
- Make sure trees are spaced at least 3 metres apart.
- Prune all branches that are within 2 metres of the ground.
- The roof should be free of combustible materials, so embers don’t have a place to collect (it should also be a fire-rated roof).
- Gutters should be non-combustible and free of debris.
- Eaves and vents should be screened with 3mm non-combustible wire mesh. Soffits and fascia should be properly fitted as well.
- Materials like stucco, metal siding, brick, cement fibre, and concrete have superior fire resistance.

- Windows should be tempered, or multi-paned.
- Doors should be fire-rated and have a good seal; your garage doors should be properly fitted to prevent embers from entering.
- Decks should be free of combustible patio decorations and furniture and any space below them should be free of combustible material.

Approved Ember's Messages (Kids)

- FireSmart is a great way to bring your community together.
- FireSmart works best when many people work together.
- FireSmart can help make your home and neighbourhood safer against the threat of wildfire.
- FireSmart has a great website where you can find games, tips and tricks to FireSmart your home or property.
- FireSmart are fun activities your family can work at outside.
- Most FireSmart activities are simple but effective things you can do around your home or yard, such as:
 - Cleaning roofs and gutters
 - Choosing fire-resistant plants and trees
 - Keeping the lawn cut/mowed
 - Cutting branches on trees that are close to the ground
 - Making sure items that could catch fire are stored away from your house (toys, firewood, propane tanks, wooden furniture etc.)
 - Cleaning under decks and remove anything that could catch fire.



External Ember Request Form



Name: _____

Organization: _____

Phone: _____

Email: _____

Pick-up Date: _____

Drop off Date: _____

To be signed upon suit pickup:

Requester Signature:

Date

By signing the above, you are stating that you have read and acknowledge the "FireSmart_EMBERCostumeGuidelines.pdf" document

Prevention Specialist Signature:

Date



External Ember Request Form



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- Hanging the suit to dry

The Fire Centre will inspect the suit for any marks and or damages before signing off the request form. If the suit is returned and does not meet the cleaning requirements, the Fire Centre will require the requester to get the suit professionally cleaned. It also may result in losing the right to borrow the suit in the future.

To be signed when the suit has been returned and has met care and maintenance guidelines:

Requester Signature:

_____ **Date** _____

Prevention Specialist Signature:

_____ **Date** _____

*Please send a copy of this document to Rachel.Woodhurst@gov.bc.ca