



“We’re Ready. Are You?” – FireSmart BC Calls on Residents to Take Action as Wildfire Season Begins

VICTORIA, BC, May 13, 2025 – With [wildfire season already underway](#), FireSmart BC is urging residents to take action now. Today, the provincial program launched its annual spring campaign, *We’re Ready. Are You?*, calling on all British Columbians to do their part in reducing wildfire risk.

The campaign emphasizes that while first responders are already mobilized, wildfire preparedness starts at home. Simple, everyday tasks, like mowing your lawn, cleaning your gutters, and clearing debris from decks and balconies, can significantly increase the resilience of your home, neighbourhood, and community.

[Click here](https://firesmartbc.ca/prepare) (firesmartbc.ca/prepare) to watch the campaign video.

Get ready for wildfire season by storing combustibles safely.



“We all have a role to play in wildfire prevention and by participating in FireSmart activities our province will be more prepared and more resilient this wildfire season,” said Ravi Parmar, Minister of Forests. “It can not be understated – FireSmart activities can make all the difference. From clearing debris around homes to planting fire resistant plants in communities, I urge everyone to do what they can to help prevent



wildfires this summer.”

“As the weather warms, now is the time to take steps to prepare for a wildfire emergency,” said Kelly Greene, Minister of Emergency Management and Climate Readiness. “In addition to FireSmart activities, I encourage everyone to create or update your home emergency plans, ensure your insurance is up to date with the coverages you need and have grab-and-go bags ready. Visit [PreparedBC.ca](https://www.preparedbc.ca) to find more information on how to keep you and your family safe.”

“Wildfire can move quickly and start without warning, which is why it’s critical for communities to get prepared now—even in areas not traditionally considered at risk,” said Francyne Joe, Interim Executive Director for the First Nations’ Emergency Services Society (FNESS). “When it comes to wildfire prevention, we all have a role to play. As part of an organization dedicated to building resilient First Nations communities, we’re committed to sharing vital wildfire prevention resources and information, including the value of FireSmart practices, to help protect lives, homes, and cultural landmarks.”

Wildfires in British Columbia are increasing in frequency, size, and severity due to factors like climate change and prolonged drought conditions. As of May 9, there are 32 active wildfires burning across the province. In 2023 alone, B.C. experienced a record-breaking wildfire season with 2,252 wildfires, which burned more than 2.8 million hectares—impacting communities, ecosystems, and air quality province-wide.

The FireSmart BC website offers a wide range of helpful resources to support wildfire preparedness. These include the [FireSmart BC Begins At Home Guide](#), the interactive [FireSmart Landscaping Hub](#) which features an extensive list of fire-resistant plants and practical tips for creating a FireSmart landscape, and a [last-minute wildfire preparedness checklist](#) to help residents take quick, effective action to protect their home and property if a wildfire is approaching.

Get prepared now at firesmartbc.ca/prepare

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About FireSmart BC

[FireSmart BC](#) helps build wildfire resiliency and reduce the negative impacts of fire for everyone in the province. The BC FireSmart Committee was initiated by the BC Wildfire Service in May 2017 to provide direction for wildfire prevention activities. Members of the committee include the BC Wildfire Service, FireSmart Canada, the Office of the Fire



Commissioner, the Union of B.C. Municipalities, the Fire Chiefs' Association of B.C., Emergency Management and Climate Readiness (EMCR), the Forest Enhancement Society of B.C., the First Nations' Emergency Services Society of B.C. (FNESS), Indigenous Services Canada, the Ministry of Forests - Regional Operations, Parks Canada, BC Parks, and the Ministry of Housing and Municipal Affairs.

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