

End Family Fire Campaign: Quotes

Quote from the Brady Center to Prevent Gun Violence:

"We can all agree, eight children being unintentionally shot and injured or killed every day is simply unconscionable. Just like the term 'designated driver' changed perceptions about drinking and driving, the term 'Family Fire' will help create public awareness to change attitudes and actions around this important matter. This is a nonpolitical issue where gun owners and non-gun owners alike can come together and play a role in reducing the number of innocent lives lost to gun violence."

- Kris Brown, Co-President of the Brady Center

Quote from the Ad Council:

"Making our homes safe for our children is at the heart of what it means to be a parent. With this poignant creative and powerful coalition of supporters, we will raise awareness of this silent national crisis and create a cultural shift to save the lives needlessly lost to family fire."

- Lisa Sherman, president and CEO of the Ad Council

Quote from Droga5, advertising agency who developed the campaign pro bono:

"Our goal is to help the Ad Council and the Brady Campaign coin 'Family Fire' as a household term. We hope everyone who interacts with our content on EndFamilyFire.org learns about of the risks that come with keeping guns in a home with children, and learns tips for safe storage of guns in the home."

- Duncan Marshall, Founding Partner, Droga5

Quote from the Gun Safety Alliance, a coalition of marketing industry leaders committed to promoting gun safety:

"On behalf of thousands of non-partisan business leaders across America, who are working together to promote gun safety and help end the culture of gun terror in our communities, the Gun Safety Alliance is proud to support the 'End Family Fire' campaign. We will continue to channel the power of our industries to effect real change and stand with all those who fight to save the lives of children."

- Gun Safety Alliance
The Gun Safety Alliance was founded by Kristin Lemkau, Carolyn Everson, Ross Martin and Steven Wolfe Pereira. For more information visit gunsafetyalliance.com

More About the Creative:

The compelling new PSAs, created by Droga5 and the Ad Council, depict the ways in which an unsecured gun endangers, rather than protects, a family. At the centerpiece of these is a [video](#) that features a conversation between a father and his inquisitive young son, encouraging the viewer to identify with the father as he comes to the realization about the dangers his unsecured gun poses. The film concludes by driving viewers to EndFamilyFire.org, a digital experience that encourages families to reconsider their relationship with and behavior around guns in the home.