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Greetings!

Greetings!

The Electrical Safety Foundation International (ESFI) is a non-profit organization dedicated exclusively to promoting electrical safety. We engage in public education campaigns throughout the year to reduce electrically-related fires, fatalities, injuries, and property loss. ESFI sponsors National Electrical Safety Month each May to increase public awareness of the electrical hazards around us at home, work, school, and play. All of our safety resources are available at no cost on our website at www.electrical-safety.org.

Help ESFI Celebrate National Electrical Safety Month

In honor of National Electrical Safety Month (NESM), ESFI is calling upon *you* to help us celebrate. We have added interactive elements to this year's campaign, and we are encouraging all electrical safety advocates to participate and help spread our critical safety messages. Your cooperation will help make NESM even more of a success by allowing us to reach more people than ever before.

The first ever [National Electrical Safety Month Poster Contest](#) fosters the creativity of young electrical safety advocates while providing a fun way to ingrain lifelong lessons about electrical safety. The contest includes two categories of posters based on the age of the artist. Preschool students and children in kindergarten through second grade are invited to submit Private 1 Plug coloring pages, while original safety illustrations based on ESFI's National Electrical Safety Month Lessons and Activities will be accepted from students in third through fifth grade. Detailed submission guidelines and the official [entry form](#) can be found on ESFI's website. Encourage the young electrical safety champions in your life to join in on the fun!

Another new component to this year's campaign is promotion through ESFI's social media channels. ESFI's Facebook followers can test their "National Electrical Safety Month IQ" with ESFI's custom [NESM quiz](#) and then share their score with their networks. Or, if you're unhappy with your score, you can keep it to yourself and brush up on your knowledge by reading our [NESM toolkit](#). ESFI's Twitter followers are encouraged to employ the hash tag "#NESM" to participate in electrical safety dialogue and submit their electrical safety tips, which ESFI will share via Twitter throughout National Electrical Safety Month.

Be sure to "like" us on [Facebook](#) and follow us on [Twitter](#) to be part of the conversation.

What's Your
National Electrical
Safety Month IQ?



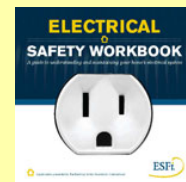
Save Money on ESFI Safety Resources

To further commemorate National Electrical Safety Month (NESM), ESFI is offering sale prices on many of the resources in our [Online Store](#). Sale brochures are priced 30-50% below standard prices and video DVDs/CDs are discounted by \$1.00 each. View the [NESM Sale Order Form](#) to check out all the reduced prices.

Standard prices are still displayed in the [Online Store](#). Simply add items to your shopping cart and then enter the discount code: **NESM2012** to take advantage of these special offers. Orders may also be placed by email or fax using the National Electrical Safety Month Sale Order Form.

NESM Sale prices are applicable for orders placed before midnight on May 31, 2012 or while supplies last. Sale prices will not be applied to previous orders. Additional quantity discounts may be available for orders of more than 100 copies of the same item. Please contact ESFI directly at (703) 841-3229 or info@esfi.org for more information about larger orders.

Remember, ESFI resources are always available for free download or viewing on www.electrical-safety.org.



There's Still Time to Join ESFI at the 2012

NFPA Conference and Expo



Plan now to attend NFPA's annual event for professionals responsible for fire protection, life & electrical safety, taking place June 11-14, 2012 at the Mandalay Bay Convention Center in Las Vegas, NV.

ESFI President Brett Brenner will present an educational session on Monday, June 11, 2012 at 11:00 a.m. "Improving Workplace Electrical Safety through Self-Assessment" provides an introduction to ESFI's new *How Do You Know?* electrical safety awareness program and the Electrical Safety Self-Assessment. You can also learn about this important new program by visiting ESFI at the Expo at Booth 672.

Event Details Include:

- Product demonstrations from over 300 of the top industry suppliers and a 130,000 square foot exposition
- 130 education sessions and 20 pre-conference seminars where you'll learn from industry experts and leading code authorities
- General Session, entertainment and networking reception on Monday June 11
- Grand Prize giveaway each day of the expo
- The chance to meet the experts at the NFPA booth

Visitors can gain a professional edge by accomplishing the following:

- Find real world solutions and the suppliers who can deliver them
- Develop specs for a current project
- Gain knowledge and insights that can help you on the job
- Get current with recent code changes
- Solve a technical problem by speaking with the experts
- Expand your network among like-minded professionals
- Everything needed to design, maintain, and manage your building to world-class safety standards

For complete event info, travel & hotel discounts, and to register for the conference or the FREE expo, visit the [Conference website](#).

Link to Us!

Show your network that you are dedicated to electrical safety! We invite you to share the important message of electrical safety awareness with customers, employees, friends, and family members by adding our links and logos to your website. Visit our [website](#) for information on how you can help us further promote our messages and spread our resources to new audiences.

Sincerely,

The Electrical Safety Foundation International