

Beat: Music

COUNTRY MUSIC STAR CRAIG MORGAN AND KIDDE LAUNCH NEW AD CAMPAIGN

STAY SAFER FROM FIRE WHEN AWAY FROM HOME

PARIS - MEBANE, 02.11.2015, 16:36 Time

USPA NEWS - Country Music entertainer Craig Morgan and Kidde Fire Safety are encouraging families to be fire safe and stay connected to home. The televised ad campaign features the TV host, military veteran and Country Music chart-topper along with Kidde's new RemoteLync Monitor and Camera,...

Country Music entertainer Craig Morgan and Kidde Fire Safety are encouraging families to be fire safe and stay connected to home. The televised ad campaign features the TV host, military veteran and Country Music chart-topper along with Kidde's new RemoteLync Monitor and Camera, and Kidde's Worry Free smoke and carbon monoxide alarms.

Filmed on location with the Dickson, Tennessee Fire Department, the 30- and 15-second spots, featuring Black River Entertainment recording artist Craig Morgan, began airing on ABC television stations in New York, Los Angeles, Chicago, San Francisco, Philadelphia, Houston, Raleigh, Fresno and Nashville in connection with "The 49th Annual CMA Awards" on ABC on Nov. 4.

Craig Morgan and Kidde representatives will join national and local fire service leaders for an official "kick off" event the morning of the CMA Awards in Nashville.

The campaign with Morgan also includes a 30-second public service announcement focusing on simple home fire safety steps:

1. Replace outdated smoke alarms every 10 years. Consider installing smoke alarms with a 10-year sealed-in, tamper-proof battery.
2. Place fire extinguishers within reach on every level of your home.
3. Install UL-listed CO alarms on each floor and near bedrooms.
4. Create and practice an escape plan with your family.
5. Commit to being a safety hero. Staying fire safe helps keep your family safer and reduces the risk of injury and death to firefighters.

A multi-faceted entertainer, Craig Morgan has made a name for himself as a Country Music icon, TV host, celebrated outdoorsman and patriotic Army veteran. One of Country Music's best-loved artists, the Black River Entertainment artist thrills massive crowds with signature hits including "Bonfire," "Almost Home," "Redneck Yacht Club," "International Harvester," "This Ole Boy," "Wake Up Lovin' You" and the six week #1, "That's What I Love About Sunday."

Source : Kidde

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

Article online:

<https://www.uspa24.com/bericht-6062/country-music-star-craig-morgan-and-kidde-launch-new-ad-campaign.html>

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Yasmina BEDDOU & Ruby BIRD (Journalists/Directors)

Exemption from liability:

The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Yasmina BEDDOU & Ruby BIRD (Journalists/Directors)

Editorial program service of General News Agency:

United Press Association, Inc.
3651 Lindell Road, Suite D168
Las Vegas, NV 89103, USA
(702) 943.0321 Local
(702) 943.0233 Facsimile
info@unitedpressassociation.org
info@gna24.com
www.gna24.com