



DO NOT TURN THE PAGE



Can you find the house number?

Take another moment to review the statistics to the left.

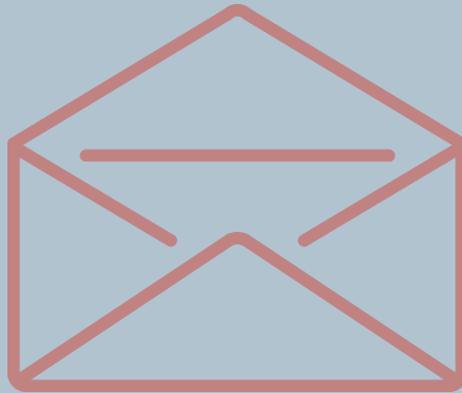
Then turn the page.

## References

Prochilo, P. (2020, August 17). *MA House Fire Yields Responses from 12 Departments*. <https://www.fireengineering.com/2020/08/17/492193/ma-house-fire-yields-responses-12-departments/>.

Prochilo, P. (2020, August 17). *MA House Fire Yields Responses from 12 Departments*. <https://www.fireengineering.com/2020/08/17/492193/ma-house-fire-yields-responses-12-departments/>.

Prochilo, P. (2020, August 17). *MA House Fire Yields Responses from 12 Departments*. <https://www.fireengineering.com/2020/08/17/492193/ma-house-fire-yields-responses-12-departments/>.



Mailing Address

Holland Department of  
Public Safety - Fire Services

279 Kollen Park Dr.  
Holland, MI 49423

Phone: 616-355-1020  
Fax: 616-355-1022  
[www.cityofholland.com/fire](http://www.cityofholland.com/fire)

**Can You Be Found  
In An Emergency?**



**We Can Help Provide**

**Peace of Mind**

## Every Second Counts...

One of the many aspects of life that we may take for granted is when we call 911, help will arrive to our location. A large majority of the time, this is the truth. However, when time and visibility are limited, this seemingly simple task becomes more difficult.



Holland Fire Department Engine 1121 on Scene of a Call

### Why do those seconds matter?

The average structure fire will double in size every minute, and a fire with an open floor plan and a large supply of fresh air will double every 30 seconds ([www.911tready.org](http://www.911tready.org)).

In addition to the fire aspect, seconds matter for loved ones in need of emergency medical care. When an individual's heart and breathing stops their clock starts. If CPR is not started within three minutes brain damage starts to set in. After nine minutes, severe and irreversible brain damage is likely (How Long Does Brain Activity Last After Cardiac Arrest?).

## How about now?



**Yes!** You are correct. That is the house number behind the support to this home's porch covering; barely visible even when given a close up view.

Now, imagine you are driving an emergency vehicle attempting to find a house where someone's loved one is lying on the floor not breathing...

The Holland Fire Department is offering a reflective address sign for any resident or business within the City of Holland for **\$15.00**, or **\$20.00** if a post is also needed.

These signs exponentially increase our ability to rapidly identify house numbers allowing us to reach those in need faster. The address signs will also assist law enforcement, mail and parcel delivery personnel, and the pizza delivery vehicle when you are hungry late at night.

## Address Sign Order Form

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
 \_\_\_\_\_

Phone #: \_\_\_\_\_

Address # Requested: \_\_\_\_\_

*\*Leave spaces blank for addresses less than 4 numbers.*

### Sign Preferences

Orientation	Vertical	_____
	Double Sided	_____
Numbers	One Sided	_____
	Double Sided	_____
Post Needed	No	_____
	Yes (Additional \$5.00)	_____



Please deliver form to Holland Department of Public Safety - Fire Services. You may also mail the form to the address provided.