



FOR IMMEDIATE RELEASE

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Eastern National Launches New Fire Education Website

Fort Washington, PA – Eastern National and the National Park Service Fire Management Program are proud to announce the launch of a new Fire Education website, www.eFire.org.

This website represents an educational partnership between the National Park Service Fire Management Program and Eastern National, a cooperating association partnered with the National Park Service. The main goal of the site is to create a centralized destination for fire education materials and resources. The website provides links where families, educators, fire professionals and community groups can learn more about fire education. The site also provides links to real-time fire news and other fire management organizations throughout the U.S.

Internet users can access the website directly at www.eFire.org or they can find hyperlinks from Eastern National's website, www.eParks.com or the National Park Service Fire Management website, www.nps.gov/fire.

“This is an exciting opportunity for Fire Management to partner with an organization that can provide such a fine educational service. Education is the key to understanding and our goal is to provide opportunities for everyone to understand and learn about fire,” said Roberta D’Amico, Fire Communications and Education program lead for the National Park Service.

The retail function for eFire.org will be provided for by Eastern National's commerce website, eParks.com, which offers a wide-variety of America's national parks educational materials including books, videos, posters, games, collectables, and more.

eFire.org provides links to three separate fire education bookstores on eParks.com (1) Fire Education, Structural; (2) Fire Education, Wildland; and (3) Fire Leadership. A percentage of the sales generated from these bookstores will be donated to the National Park Service Fire Management Program to help the group achieve its educational goals.

“We are happy to be working with the National Park Service Fire Management Program and look forward to making fire-related educational products available to the public,” said Chesley Moroz, President of Eastern National.

Eastern National is a non-profit organization that provides quality educational products and services to America's national parks and other public trusts. Eastern National operates educational outlets in over 130 national parks and public lands in 30 states. Since 1947, Eastern National has donated over \$70.7 million to the National Park Service. For more information, visit www.easternnational.org and www.eParks.com.

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