



FOR IMMEDIATE RELEASE
July 28, 2015

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**Colorado Association of REALTORS® Launches Colorado Project Wildfire;
Consumer education and awareness program designed to help reduce and prevent
destruction of land, property, and lives from wildfires**

DENVER – Over the past two decades, frequent, large, destructive wildfires have claimed hundreds of thousands of acres of land, damaged or destroyed hundreds of homes and structures, caused deaths and injuries and displaced residents for extended periods of time across the state of Colorado.

According to the Colorado State Forest Service, more than two million Coloradans live in the [wildland-urban interface \(WUI\)](#), an area where man-made improvements are built close to, or within, natural terrain and flammable vegetation, and where high potential for wildland fire exists. With continued development throughout the state's WUI areas estimated to grow by 300 percent in the next 15 years, the wildfire threat is real and it is not going away.

In the face of the long-term, ongoing risk, the Colorado Association of REALTORS® (CAR) has launched *Project Wildfire*, an education program designed to help reduce and/or prevent the destruction of land and property, injuries and loss of life by raising awareness of and access to wildfire mitigation resources. With 22,000-plus REALTOR® members spread across the state, CAR and its members are working in partnership with other like-minded fire prevention organizations across the state to bring education and awareness, as well as access to local resources directly to residents.

“Although we’re best known for helping people find their perfect Colorado home, we’re even more interested in ensuring the safety and well being of our state’s residents, as well as their personal property and structures,” said CAR’s Project Wildfire Chair, Bonnie Smith. “Whether you currently own a home in a WUI, you’re purchasing an existing home or building a new home, we strongly believe that education combined with access to local resources are the most effective ways to address future wildfire damage and we’re excited to offer our network of professionals to help educate Colorado residents and link them to existing resources in their local communities.”

CAR’s Project Wildfire website, <http://www.coloradorealtors.com/projectwildfire/>, provides information and direct links to information regarding:

- Protecting Your Home Before a Wildfire
- Current Colorado Danger Zones; and
- Who is Affected by Wildfires.

From basic property cleanup recommendations and wood chipping programs to detailed action plans and property evaluation services from fire and safety professionals in local communities, Project Wildfire offers access to city, county, state and federal resource organizations, mitigation education and more through its Resources and Tool Kit tabs.

“Evergreen Fire Rescue supports CAR and Project Wildfire in their efforts to provide resources and education to the residents of our communities on the dangers of wildfire and the steps that can be taken to reduce risk,” said Evergreen Fire Chief Mike Weege. “Community outreach programs which share the message from local fire department's on the necessity of proper mitigation and preparedness can help reduce the risk to life and property in the wild land urban interface and can create a safer work environment for firefighters.”

Project Wildfire is designed to help Colorado homeowners take steps to prepare and protect their property and help alleviate the spread of wildland fires, including:

- [Make Your Home Fire Resistant](#)
- [Create an Action Guide](#)
- [Create Defensible Space](#)
- [Use FireWise practices](#)

About CAR

The Colorado Association of REALTORS® is the state’s largest professional, voluntary, non-profit, real estate trade association that is dedicated to serving more than 22,000 REALTOR® members across the state. These agents are also members of 34 local associations statewide and the National Association of REALTORS®. CAR’s purpose is to protect all issues and fields of Colorado’s real estate industry including property owners, land owners, home owners, commercial brokers, residential brokers, resort brokers, rural brokers and property managers.

For more information: <http://www.coloradorealtors.com/> and <http://www.coloradorealtors.com/projectwildfire/>