



ONE INNOCENT LIFE

PRESS KIT for use by media outlets looking produce content related to One Innocent Life

One Innocent Life is an approved 501(c)3 Non-Profit Corporation.

Brief Summary of One Innocent Life

Mission Statement: “Educating Students. Raising Awareness. Putting out fires before they start.”

One Innocent Life was founded in June 2015 by Jeff Block, as a part of his ongoing campaign for fire safety awareness in Connecticut homes, particularly off-campus housing. The organization is dedicated to his daughter Eva and her two friends (Kerry Fitzsimmons, Kevin Johnson), who died in an off-campus house at Marist College, due to them not knowing about the lack of fire prevention measures in the house. One Innocent Life is dedicated to making college students and others aware that while fires are rare, they CAN happen, and they can be incredibly dangerous. It is also aimed towards parents and family of the students, to help get the message across to them.

It was first planned in 2014, after Kerry Fitzsimmons’ family got a fire safety bill passed in New York (Kerry Rose Fire Sprinkler Notification Act - A5715), requiring colleges to notify students if dorms and campus housing are equipped with smoke detectors and sprinklers. Jeff began to push for a similar legislation to be passed in CT. Working with Senator Crisco (D-Woodbridge) and Senator Kane (R-Watertown), it gained bipartisan support and moved through until the House, where it stalled. After getting the legislation back in during the special session relating to the budget issues in 2015, the bill was finally passed.

As of October 1st, 2015, in response to campaigning by the cause, Connecticut Law Bill 1502 section 57 requires landlords and renters to notify tenants about the status of sprinkler systems in the building (see below). The organization plans to continue raising awareness and influencing further legislation. He is aided in the cause by Middletown South Fire District Chief Rob Ross, and UNH Fire Marshal Christopher Reed, who serve as One Innocent Life’s board members. By coordinating with local Wallingford marketing firm Krative, LLC, One Innocent Life is aiming to continue campaigning for fire safety without coming off as just a typical PSA or nonprofit awareness group.

Other Information

- [One Innocent Life’s Facebook Page](#)
- A list of articles previously published relating to One Innocent Life can be found on the website on the Press page
- <http://www.nfpa.org> - National Fire Protection Agency website, containing information and statistics involving fire deaths and fire prevention issues in the country

- [2014 US Fire Statistics](#)
- [2015 Fire Safety fact sheet](#)
- Connecticut Law Bill 1502 section 57 (from <https://www.cga.ct.gov/2015/TOB/s/pdf/2015SB-01502-R00-SB.pdf>)

Sec. 57. (NEW) (Effective October 1, 2015) (a) As used in this section, "fire sprinkler system" means a system of piping and appurtenances designed and installed in accordance with generally accepted standards so that heat from a fire will automatically cause water to be discharged over the fire area to extinguish or prevent its further spread.

(b) When renting any dwelling unit, the landlord of such dwelling unit shall include notice in the rental agreement as to the existence or nonexistence of an operative fire sprinkler system in such dwelling unit and shall be printed in not less than twelve-point boldface type of uniform font.

(c) If there is an operative fire sprinkler system in the dwelling unit, the rental agreement shall provide further notice as to the last date of maintenance and inspection and shall be printed in not less than twelve-point boldface type of uniform font.

- [One Innocent Life JustGive Page](#)

Key Players

Jeff Block, Founder

Jeff founded One Innocent Life in June 2015 while crusading for legal action to improve CT fire safety standards. He has been campaigning for fire safety in Connecticut homes since 2012, when his daughter, Eva, and her two friends Kerry and Kevin, died in a fire in their off-campus housing at Marist College on January 21st.

Rob Ross, South Fire District Chief, Middletown, CT

Rob Ross first encountered One Innocent Life while putting on a fire safety awareness event at UConn, and wanted to get further involved. Jeff brought him on as a board member - Fire Safety is his job and specialty, and the technical knowledge he brings to the table is an asset to the cause.

Christopher Reed, Fire Marshal, University of New Haven

When Jeff was looking for someone with firsthand, University-specific experience involving fire codes and fire safety, Christopher Reed became the go-to resource. As someone whose job involves inspecting campus housing, he has the most direct knowledge of the issue One Innocent Life is focused on.

Contact Information

To set up an interview or any sort of related meeting, contact Jeff Block via phone or email:

Phone: (203) 641-1716

Email: jb@oneinnocentlife.org

Additional Files

oneinnocentlifefinallogo.png - High-Res Logo

oneinnocentlifefinallogo_black.png - High-res black-only logo

oneinnocentlifefinallogo_white.png - High-res white-only logo

oneinnocentlifefinallogo_orange-cream.png - High-res cream-on-orange logo

oneinnocentlifefinallogo_web.png - Web-resolution logo