

BETA SHIRTS

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FOR IMMEDIATE RELEASE

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Four Beta Shirt Employees Survive Small Company Fire

A small fire occurred in the warehouse Friday, November 20, everyone escaped successfully

AKRON, OHIO- November 20, 2015- This morning at 4:40 a.m. there was a small fire which broke out in our Beta Shirts pick and pack area. There were four 3rd shift employees on duty who were all taken to the hospital, treated, and released.

“Thanks to the Copley Fire Department, we had training last week on how to handle a situation where a fire might erupt in a building, and how to exit safely while keeping as many products away from harm. This training, without a doubt, saved these four people’s lives and company property,” said CEO David Jackson.

At this point, it is unclear how the fire started. The heat in the building was off due to the fluctuating warm temperatures around the area. Beta Shirts is investigating the cause and early reports indicate it was not part of the machinery of infrastructure. As soon as this is determined, the public will be notified.

The official estimate of the damage the building, equipment and products took is also still being determined, however there is a rough estimate of \$15,000 just in products alone. The fire is currently still being put out, and Beta Shirts will know the full extent of damage when the flames die down. Firefighters expect to have the fire put out by the afternoon.

After the fire is under control, Beta Shirts will review and interview each staff member to see how the fire safety plan worked in action. Interviews for media will be open this evening by phone call.

Beta Shirts: Founded in 1990, Beta Shirts creates custom embroidered shirts to help other companies promote themselves. Are members of the Promotional Quality Assurance Council and the Advertising Specialties Institute. The CEO’s name is David Jackson. The company operates a safety certified facility, certified by Safety Code USA. Shirts are provided in sizes XS – 4XL in a range of colors.

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Hi Dave,

My name is Ashley Ritter and I am the Public Relations Director for Beta Shirts. As you may have heard, our company had a small fire break out in the early morning of Friday, November 20. There were four employees present, each have been treated for their injuries and released from the hospital. The fire affected a variety of different areas of the building. Firefighters are on the job to calm the flames and eventually put out the fire. We are not able to say what the full extent of the damage is to the building or merchandise at this time. However, I would like to invite you to a press conference we will be holding tomorrow afternoon. By this time, we will have sufficient estimates of the damage taken to the building, and a report from the firefighters as to how the fire was started.

If you are unable to attend the press conference, you can email me with any questions you may have.

I appreciate your time,

Ashley Ritter

PR Director