



# ***MEDIA ADVISORY***

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**RELEASE DATE:** May 2, 2025

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## **Help Your Home Survive a Wildfire -- Live Fire Demonstration to Compare Building Materials & Highlight the Effectiveness of Zone 0 Defensible Space**

**San Diego, CA** – CAL FIRE –Office of the State Fire Marshal and the Insurance Institute for Business & Home Safety (IBHS) are partnering to provide an educational demonstration showing the difference ignition resistant building materials can make during a wildfire. Science has proven the effectiveness of removing flammable materials in Zone 0, the first five feet around your home.

This live fire demonstration will show the effectiveness of the mitigation actions in a Wildfire Prepared Home compared to a home built with typical materials. Attendees will observe the burn in real time as experts highlight ignition, materials used, fire behavior and effective mitigations.

This live burn demonstration is one in a series of Wildfire Preparedness Week events and will be followed by a community resilience event in the Community of Crest in the afternoon. News media is invited and encouraged to attend both events.



### **What:**

CAL FIRE and IBHS staff will be available to provide specific tips about what residents can do today to create defensible space, including an ember resistant 0-5' buffer, harden your home and prepare your property to be wildfire ready.

### **Who:**

- CAL FIRE:
  - Director/Fire Chief Joe Tyler
  - State Fire Marshal Daniel Berlant
  - San Diego Unit Chief Tony Mecham
- Insurance Institute for Business & Home Safety (IBHS):
  - President and CEO Roy Wright

Live Burn Narrators: Senior Director for Wildfire Steve Hawks and Chief Engineer Dr. Anne Cope

- California Department of Insurance:  
Insurance Commissioner Ricardo Lara
- National Fire Protection Association:  
Firewise USA® Program Manager Megan Fitzgerald-McGowan

**When:** Wednesday, May 7, 2025, 10:30 a.m. – 12:00 p.m.  
Please arrive no later than 10:00 a.m. to set up cameras.

**Where:** Live Burn Demonstration:  
[San Diego County Fire Training Center](#)  
11880 Campo Road, Spring Valley, 91978

Following the Burn Demonstration:  
[Crest Community Resilience Event](#)  
218 South Ln, El Cajon, 92021  
1:00 p.m. – 2:00 p.m.

### [Media Toolkit](#)

For more information on zone zero and defensible space visit [Readyforwildfire.org](#) and [WildfirePrepared.org](#).

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