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IBHS, CBIA to conduct live wildfire demonstration showing mitigations to help homes survive a wildfire

Burn demonstration during PCBC comparing mitigated vs. typical construction emphasizes importance of noncombustible 5-foot buffer around a house

Anaheim, CA – Researchers from the Insurance Institute for Business & Home Safety ([IBHS](#)) will conduct a live wildfire demonstration in conjunction with the California Building Industry Association (CBIA) during the annual Pacific Coast Builders Conference (PCBC). The demonstration will show the effectiveness of science-backed mitigation actions, including using noncombustible materials and maintaining a noncombustible five-foot buffer around a home – also known as Zone 0 – to help reduce its risk of ignition.

What: A noncombustible Zone 0 is critical to prevent ember attack, the leading cause of ignitions during wildfires. It is also one of the three key areas identified by IBHS's [Wildfire Prepared Home](#) – the first-ever wildfire mitigation designation program where California homeowners can take a system of science-based actions to reduce a home's wildfire risk.

Students from the [Donald Chaiken Building Industry Technology Academy](#), a program of the California Homebuilding Foundation, are building side-by-side structures to compare mitigated vs. typical construction and landscaping. IBHS will take attendees through the burn in real time, highlighting ignition, materials used, fire behavior and effective mitigations.

After the demonstration, CAL FIRE, CBIA and IBHS leaders will be available to answer questions and for interviews about the importance of wildfire-resistant construction. Media are also invited to visit CBIA's Pacific Coast Builders Conference (PCBC) at the Anaheim Convention Center to see a replica of a Wildfire Prepared Home™ and tour the Exhibit Floor for additional wildfire resiliency efforts and other innovative homebuilding solutions.

Who:

CBIA – President and CEO Dan Dunmoyer
IBHS – President and CEO Roy Wright
IBHS – Senior Director for Wildfire Steve Hawks
CAL FIRE – Assistant Chief Home Hardening Dennis O'Neil

When: Wednesday, June 19 | 11:00 am - 12:15 pm. Please arrive no later than 10:15 am to set up cameras.

Where: North Net Training Center, 2400 E Orangewood Ave, Anaheim, CA 92806

Media Contacts:

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California Building Industry Association via MarketSharePR – Kayla Scott, 916-600-1335, kayla@marketsharepr.com

For information about CBIA, visit cbia.org
For information about PCBC, visit pcbc.com
For more about *Wildfire Prepared Home* visit wildfireprepared.org

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