



FIRE & RESCUE

# CITY OF CLEARWATER

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## **CLEARWATER FIREFIGHTERS PUT LIQUID FIRE EXTINGUISHER TO THE TEST ON *PITCHMEN* TELEVISION SHOW**

**WHO:** Clearwater Fire & Rescue  
Discovery Channel's *Pitchmen*

**WHAT:** Clearwater Firefighters test Cold Fire on Discovery Channel's *Pitchmen*.

**WHEN:** August 19, 2010  
9:00 p.m.

**WHERE:** Discovery Channel

**WHY:** Clearwater Firefighters tested a new fire suppressant product designed for in-home use for Discovery's show *Pitchmen*. The new invention, called Cold Fire, is a non-toxic, biodegradable liquid fire-extinguisher in a can.

*Pitchmen*'s host Anthony Sullivan and a production crew visited the Clearwater Fire Training Facility in January. About a dozen firefighters tested the product in multiple fire scenarios that commonly occur in homes. They tested the product on stove and grill fires, flammable materials such as curtains and upholstery, and even a Christmas tree.

"This was a unique opportunity for both Clearwater Fire Rescue and Sullivan productions. We were able to provide realistic testing in a controlled environment, while showing our community and the entire country we have a state-of-the-art facility and some of the most talented firefighters around," said Clearwater Fire Chief Jamie Geer. Clearwater Fire & Rescue was been featured on *Pitchmen* last April when firefighters tested a dual saw for the show.

The show is scheduled to air Thursday, August 19, 2010 at 9:00 p.m. on the Discovery Channel. For more information visit <http://dsc.discovery.com/tv/pitchmen/episodes/>

