

MEMORIES TAKE FLIGHT

Event organizer Kemayla Fleming shares a fun moment with daughter Elodie, and their butterfly, in memory of her son Harrison, during the 20th annual butterfly release hosted by the Pregnancy and Infant Loss Network at Bruce's Mill Conservation Area.



STAFF PHOTO/STEVE SOMERVILLE

Fire safety filmmakers surprised by honours

BY ALI RAZA
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Two Stouffville residents were given Fire Safety Awards yesterday at a ceremony in Toronto.

Darlene Shaw and Phil Tallede were two of 10 individuals from across the province to receive the award. Eight organizations were also given the award presented by Ontario Fire Marshal and Chair of the Fire Marshal's Public Fire Safety Council, Ross Nichols.

The ceremony took place at the Famous People Players Theatre.

Shaw and Tallede teamed up with fire prevention and public education officer Jennifer Cooper from Whitchurch-Stouffville Fire and Emergency Services to create a public service announcement video targeting older teens.

"We started narrowing it down to a target audience," Shaw said. "We noticed a demographic that was missing was kids going off to college."

"In our focus group, kids we talked to said we needed something shocking, unless it sticks out, they won't care," she explained.

With their collaborative efforts, what was intended to be a 30-second PSA turned into a nine-minute short film "In An Instant".

The film shows teenage college students living off-campus who — during a house party — find themselves trapped in a fire. Cooper

wrote the script after she and Shaw consulted a focus group of teens in Stouffville.

Tallede, through his company PNT Creative, was brought on by Shaw to produce the film.

'Our intention was never to get recognition or awards; it was simply to target a group about fire safety.'

The film was released Oct. 6, 2015. But it was just two weeks ago that the fire department contacted Shaw and Tallede informing them of their awards for their contribution to fire safety.

"It caught us by surprise," Tallede said. "Our intention was never to get recognition or awards; it was simply to target a group about fire safety."

"It's the first award my company has won, it means a lot to me," he added.

Shaw stated she's happy her award will bring the short film back into the spotlight.

"The idea for me is to keep it [the film] going," she said. "I was totally not expecting this, it's a real honour to receive it."

"In An Instant" is available to watch on YouTube at <https://www.youtube.com/watch?v=M4ivKvEIJCA>

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