

## Home Zone: PEARL to the rescue in emergencies

*by Maggie\_Reed*

No one wants to think about it, but everyone should be prepared. An emergency hits and you have to get out of the house ... from the second or third story.

Give yourself a better chance of survival with the Permanent Escape and Rescue Ladder.

**IN AND OUT IN A FLASH** - PEARL is a revolutionary escape solution permanently installed beneath your windows. Time is of the essence in an emergency. With PEARL, just toss the ladder out the window and climb to safety. CNS Photo courtesy of PEARL Protected.

**PASS THE TEA, PLEASE** - The Tiki Brights line of dishes from Disney Store feature whimsical characters and hibiscus flowers in hot pinks and cool olive greens. CNS Photo courtesy of Disney Store. PEARL is an escape solution that is permanently installed in the interior wall space beneath a second- or third-story window. Just open the window and toss the ladder out for a reliable, easy exit. It's where you need it, when you need it.

Since PEARL's debut in 2005, it has become one of the most recognized safety products in the marketplace and received the U.S. Home Safety Council's 2006 Product Innovation Award.

Fire is a constant threat to homes. According to the National Fire Protection Association, there were approximately 381,000 home fires in 2005 resulting in 3,030 civilian deaths and more than 13,300 civilian injuries. Many of these were directly related to not being able to escape upper-story bedrooms.

A recent online survey by Zoomerage Research revealed only 10 percent of respondents have a portable or permanent escape ladder in their home, despite the fact that 44 percent of those polled have either experienced a house fire or know someone who has.

Almost all homes have working smoke detectors. But, what happens once your smoke detectors indicate a fire? What if your bedroom doors or stairs are blocked by smoke or flames? Could your family safely escape?

And, do you have enough time?

The United States Fire Administration says you have about 30 seconds to decide your exit and as little as two minutes to get out after the smoke alarm sounds. And you never know how long it will take for the fire department to get to you, time is of the essence. Plus, with PEARL you can wait until you are safely outside to summon help.

Ladders sell for \$330, or \$300 each when you buy two or more. You may also purchase gift certificates in any amount on their Web site.

The ladders may be installed professionally, or if you are handy, each PEARL comes with full installation instructions and there is an installation video on the Web site.

For more information, visit [www.pearlprotected.com](http://www.pearlprotected.com) or phone 800-374-5737.

**IT'S SUMMERTIME**

Break out the tikis! It's outdoor party time and Disney Store 2007 Summer Collection has everything needed.

The Tiki Brights line of dishes feature whimsical Disney characters and hibiscus flowers in hot pinks and cool olive greens on serving trays, bowls, dishes, cake stands, drink shakers, ice buckets, pitchers and more. These dishes are not only a conversation piece, they are durable and safe for all kinds of outdoor entertaining.

And if the party happens to be on the beach, Disney Store offers Tiki Brights folding chairs, coolers, flip flops, sandals, sunglasses, beach towels with all the favorite characters, and kids' mesh beach backpacks to store those sandy shoes and wet stuff without a mess.

Back at home, brighten up your bathroom with Mermaids. Based on Disney's "The Little Mermaid," the line includes: shower curtains, bath towels, sculptured soap dishes, wastebaskets and pop-up hampers.

But hurry, the line will only be in the stores until June.

The products are exclusively found in Disney Stores across the U.S. and Canada.

For more information, visit [www.disneystore.com](http://www.disneystore.com).

Maggie Reed can be reached at [margaret.reed@copleynews.com](mailto:margaret.reed@copleynews.com); 619-718-5821; or P.O. Box 120190, San Diego, CA 92112. © Copley News Service

*Home Zone: PEARL to the rescue in emergencies by Maggie\_Reed*