

# SPARKY<sup>®</sup> THE FIRE DOG<sup>®</sup>

By Don Hoffman • Illustrated by Todd Dakins

**M**Meet Sparky. This adorable Dalmatian puppy—who's celebrating his SIXTIETH birthday—is an important member of the team at the fire station. But he's more than just a cute character in a book: Sparky is the official spokesdog for the National Fire Protection Association (NFPA<sup>®</sup>), and what he has to say can actually save lives. This canine hero rescued a little girl and her family, and now he's helping kids become junior fire inspectors right in their own homes.

In colorful, appealing illustrations, Sparky takes a group of young animals through the neighborhood, pointing out hazards, giving basic fire prevention and safety tips, and showing them how to be prepared in case of an emergency. From having a working smoke alarm to being careful with candles and knowing where your exits are, Sparky's advice may be the most important thing children—and their parents—ever learn.

## PUBLICITY:

National TV and Radio Campaign (incl. confirmed morning shows)  
Public Service Announcements  
Community outreach to schools, teachers and librarians



## ABOUT SPARKY:

Sparky turns 60! Sparky the Fire Dog<sup>®</sup> was created for NFPA in 1951 and has been the organization's official mascot and spokesdog ever since. Sparky is a widely recognized fire safety icon that is beloved by children and adults alike.

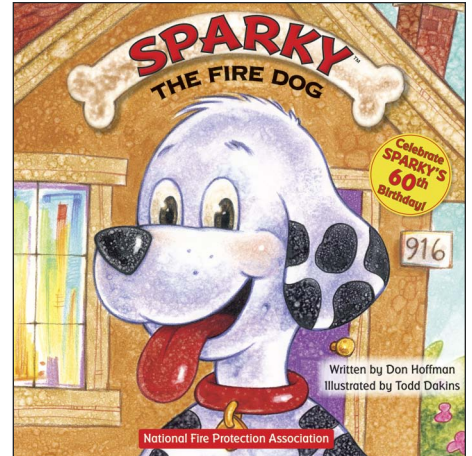
Millions have learned about fire safety through educational lessons and materials featuring his image. As an influential figure in fire prevention, his success can be attributed to collaboration with firefighters and others to educate the public on important prevention and safety messages. In addition to connecting with the public through public service announcements and his featured role in Fire Prevention Week campaigns each October, Sparky has a very active website, [www.sparky.org](http://www.sparky.org).

## ABOUT THE AUTHOR:

**DON HOFFMAN** is an Emmy Award-winning children's book author and a Society of Children's Book Writers and Illustrators (SCBWI) fellow. His previous books include *Billy is a Big Boy* and *A Very Special Snowflake*. Hoffman's other credits include television reporter, and director of communication and public affairs in Milwaukee, WI, for one of the nation's largest urban school districts. He makes his home in New York City, and enjoys presenting exciting, interactive, informative and whimsical presentations to children in schools, bookstores, and libraries.



Welcome to Fire Station No. 5.  
I'm Sparky the Fire Dog.



Pub. Date: October 2011  
ISBN: 978-1-936140-62-6  
Price: \$7.95  
Age level: 3 and up

Page count: 32  
Format: Hardcover  
Trim: 8 x 8  
Illustrations: All-color



## National Fire Protection Association

The authority on fire, electrical, and building safety

## ABOUT THE NFPA:

The nonprofit NATIONAL FIRE PROTECTION ASSOCIATION (NFPA) was established in 1896. Its mission is to reduce the impact of fire and other hazards by providing codes and standards, research, training, and education. The NFPA is the world's leading advocate for fire prevention and an authoritative source on public safety. Membership totals more than 80,000.

## ABOUT THE ILLUSTRATOR:

**TODD DAKINS** is a highly acclaimed and sought-after artist. His sweet, huggable illustrations fill the pages of all of Don Hoffman's books, from *Billy is a Big Boy* and *Abigail is a Big Girl* to the bestseller, *A Very Special Snowflake*. He has also been a featured illustrator for Milwaukee Magazine. A father of four, Todd and his wife Susan, live with their family in Brookfield, Wisconsin.

Qty \_\_\_\_\_

## SPARKY The Fire Dog

By Don Hoffman  
Illustrated by Todd Dakins  
ISBN: 978-1-936140-62-6  
Hardcover, \$7.95

Bill To \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ ZIP \_\_\_\_\_  
P.O. # \_\_\_\_\_ Buyer \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
Contact \_\_\_\_\_

Charlesbridge • imagine!

85 Main Street  
Watertown, MA 02472  
(800) 225-3214 • fax (800) 926-5775  
[www.charlesbridge.com](http://www.charlesbridge.com)

Bill To \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ ZIP \_\_\_\_\_  
P.O. # \_\_\_\_\_ Buyer \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
Contact \_\_\_\_\_