

Huronia

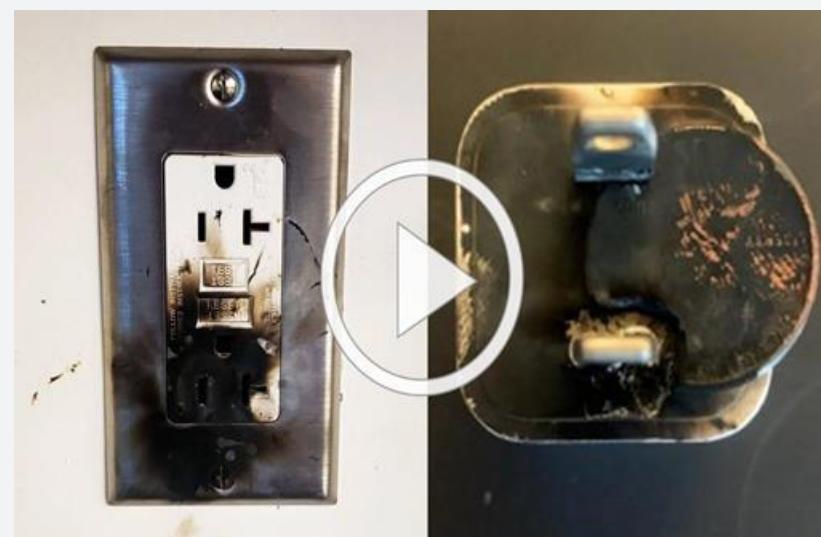


MEDIA RELEASE: NEW SOCIAL MEDIA CHALLENGE COULD RESULT IN HOUSE FIRE.

New TikTok Challenge Posing Serious Electrical Risks
Electrical Safety Authority reminds of the dangers of electricity.

The Electrical Safety Authority (ESA) is issuing a warning to all Ontarians not to participate or share a "challenge" on the social media platform TikTok that could lead to electrical fires and pose a serious safety risk. [Note: The so-called #OutletChallenge or #PennyChallenge consists of someone sliding a coin in between a phone charger that is loosely plugged into an outlet and then sharing the video to social media.] Despite the electrical damage caused by their actions, some TikTok users continue to put themselves and others at immediate risk for injury or fatality. "While no known injuries have been reported so far, the popularity of this challenge and the serious risk posed by the actions in these videos are very concerning," says Dr. Joel Moody, Chief Public Safety Officer, ESA. "Electricity is unforgiving, and no family should have to endure the pain of losing a loved one or their home because of a social media trend." Every year in Ontario, 110 kids under 15 go to the hospital because of a preventable electrical injury. ESA is an administrative authority acting on behalf of the Government of Ontario to ensure that Ontarians can continue to live, work and play free from electrical harm. ESA encourages parents to talk to their children about safe electrical use. To learn more about electrical safety, visit ESASafe.com/NoSafeShock. [Click here to read the full media release.](#)

The Ontario Municipal Fire Prevention Officer's Association (OMFPOA) was able to source this video through an Inside Addition news report ...



Dangers of the TikTok Penny Challenge

Remember - this "challenge" can also damage the circuitry behind the wall which could result in a house fire. If you see a scorched electrical outlet in your home, [schedule a service call with a licensed electrician in your area](#).

PLEASE JOIN US IN WELCOMING ...

Noel Seeley, Inventory Control Clerk, in our Collingwood office. Noel is the daughter of Dan Seeley, our Operations Coordinator, and together they make a dynamite team! Martin Burton is our Alarm Technician working from our Uterson office. Martin comes to Huronia with over 15 years of experience in the telecommunication field. Dan Maitland is new to our Midland office and will be taking on the role of security Sales Representative. Dan comes to Huronia with a wealth of experience in the alarm industry. Most recently, Dan was a Field Sales Engineer with UTC, where he was involved with launching new systems and travelling across Canada, supporting Diamond Dealers. Rounding out our newest recruits is Valerie Hebner. She joins our Monitoring Station team in Midland as an Operator.

WE'RE HIRING!

We are currently hiring for the position of **CFAA Fire Safety Technician** for our Uterson (Muskoka) office. This individual will be responsible for verification, installation, service and repair of fire alarm & life safety systems and equipment including monthly and annual inspections of commercial kitchen suppression systems. This individual will instruct subscribers in operational procedures and care of equipment, provide customer service, participate in on-call emergency hours as needed and on-call rotation for after-hours emergency service. This individual will be proficient in ULC standards, building, fire, and electrical codes. Mircom FX2000 experience would be an asset. [Click here for more details or to apply.](#)

HURONIA OUT AND ABOUT IN THE COMMUNITY

Our COO, [Kevin Leonard](#), sat on a panel at [Security Summit Canada](#), in Mississauga earlier this month. This security conference brings together members of Canada's security channels to learn how to expand their business, attract new customers, retain more clients and offer more value to their customer base.



Photo credits: SP&T News / CSMag @SecurityEd

The panel discussion featured owners and operators of successful security and alarm companies, who all shared their thoughts on the changing security landscape in Canada. From new business models to RMR to sales and marketing to how they retain and attract new clients to the impact of smart homes, attendees learned how these successful companies have been able to rise to the top of the Canadian security industry.

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