



**For Immediate Release**

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**American Pyrotechnics Association Supports *Bring Back the 4<sup>th</sup> Campaign* – Encourages  
Fireworks Companies Nationwide to Aid Local Communities in Need**

Bethesda, Maryland, May 17, 2010 – The American Pyrotechnics Association (APA) applauds Liberty Mutual and their efforts to financially support Independence Day celebrations in small, medium and large towns this Fourth of July through a contest awarding grants of \$10,000 to ten communities under its *Bring Back the 4<sup>th</sup>* grant program.

“Due to the tough economic times facing our nation we have seen a number of communities announce their plans to cancel July 4<sup>th</sup> fireworks which typically are a significant event that brings families together as a community. Members of the APA have been working with their municipal customers to help find corporate sponsorship as well as implementing creative measures to ensure that the skies don’t go dark on Independence Day,” says Julie L. Heckman, Executive Director of the APA.

“We are extremely thrilled by Liberty Mutual’s staunch support and recognition of the significance of July 4<sup>th</sup> to the millions of families across America whom have made a tradition out of attending their local fireworks display,” said Heckman. “Now more than ever, it is crucial for every American to realize that despite the challenges we face, our liberty and freedom must be recognized and celebrated by all,” added Heckman.

APA member, Atlas Pyro Vision Productions, Jaffrey, New Hampshire, is the first fireworks company that has publicly endorsed Liberty Mutual’s *Bring Back the 4<sup>th</sup>* grant program and Atlas announced that it will match the \$10,000 grant if any of their municipal customers are awarded a grant. Heckman encourages all APA members nationwide to follow Atlas’ lead and show similar support should their municipalities become recipients of Liberty Mutual’s grants. “This is an excellent opportunity for the fireworks industry to demonstrate that they are true patriots and doing their part to help preserve the great American tradition of celebrating Independence Day with fireworks,” said Heckman.

**About the American Pyrotechnics Association**

The APA is the leading trade association of the fireworks industry. The APA supports and promotes safety standards for all aspects of fireworks. The APA has a diverse membership including regulated and licensed manufacturers, distributors, wholesalers, retailers, importers, suppliers and professional display fireworks companies. Additional information about the fireworks industry, facts & figures, state laws and safety tips can be found on APA’s website at [www.americanpyro.com](http://www.americanpyro.com)

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