



**For Immediate Release:**

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**American Pyrotechnics Association Predicts Fireworks Sales Will Skyrocket  
This Independence Day Despite Ongoing Economic Woes**

Bethesda, MD, June 15, 2009 – As the Independence Day holiday approaches, consumers are visiting the thousands of fireworks retail establishments across the nation to stock up for their backyard July 4<sup>th</sup> celebrations.

According to the American Pyrotechnics Association (APA), backyard fireworks have never been more popular or more in demand. Since 2000, the use of backyard fireworks has more than doubled. In 2000, Americans used 102 million pounds of backyard fireworks. In 2007, usage soared to over 238 million pounds!

Fireworks industry revenue has experienced unprecedented growth during the past decade topping out at \$930 million in 2007, with backyard fireworks sales representing \$630 million (or roughly two-thirds of industry revenues). In comparison, in 2000, industry revenue reached \$610 million with backyard fireworks representing approximately \$400 million.

The association attributes the significant increase in fireworks use to an upsurge in patriotism, as fireworks are historically a symbol of American Independence, and to an overall improvement in the quality and variety of fireworks available today for the consumer market.

Julie L. Heckman, Executive Director of the APA, said that despite the ongoing economic woes that American families are experiencing, “the fireworks industry has historically proven to be recession resistant and given the fact that travel and leisure activities are down with the high gasoline and air fare prices, most families will opt to stay at home this July 4th holiday celebrating their freedom and independence with family and friends with bigger and more elaborate backyard fireworks festivities”.

According to Heckman, backyard fireworks celebrations are part of a great American tradition providing families with good wholesome entertainment and fun. “When used properly, under close adult supervision, today’s fireworks are more creative, colorful and safer than their predecessors,” says Heckman.

And when it comes to safety, Heckman noted that the safety record associated with backyard fireworks has never been better. Since 1976, when the U.S. Consumer Product Safety Commission (CPSC) promulgated the current federal standards for consumer fireworks, the fireworks-related injury rate has fallen by a startling 91% from 38.3 injuries per 100,000 pounds of fireworks used in 1976, to 3.7 injuries per 100,000 pounds in 2007.

**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 public display companies. Additional information about the fireworks industry, facts & figures, history of fireworks, state laws, and safety tips can be found on APA’s website at [www.americanpyro.com](http://www.americanpyro.com)

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