



April 29, 2025

To: ##[Name | First]## ##[Name | Last]##, ##[Organization]##

Subject: APA's Safety and Education Foundation Announces 2025 Fireworks Safety Campaign

Please Join Us! For a brief social media training session on May 6, 2025, at 11:00am ET

APA and APA's Safety and Education Foundation are hard at work preparing for the Fourth of July media blitz and enhancing our safety messages and safety videos. Safety is our top priority and getting out the fireworks safety message is paramount to our mission.

This year we've made it easier than ever for our members to join us in promoting fireworks safety. We've simplified how to access our social media assets, including vibrant safety tips and engaging videos. In May and June, APA is offering our members *a free social media advertising initiative*.

Here's how you can join us in promoting fireworks safety - hassle free:

- ♦ Send your Instagram and Facebook handles to Chelsea Dionne: chelseadionne@pairdupsocial.com
- ♦ Accept the collaborator invite.
- ♦ Watch safety content and fireworks magically light up your feed, ready to share with your customers and followers!



Plan to join us *May 6 at 11 AM ET* for a **FREE social media training** with Kalee Pair, Pair'd Up Social. She'll guide you through accepting collaborations and optimizing your social media strategy for a successful fireworks season promoting safety.

Please RSVP to participate by emailing APA Executive Director Julie Heckman at Jheckman@americanpyro.com

Add the following Zoom meeting link to your calendar for Tuesday, May 6 at 11:00am ET, and use the link below to join the meeting:

Join Zoom Meeting

[https://us06web.zoom.us/j/87060308620?
pwd=0HfqBAaSNnWbMfefALEozJz20ksJnj.1](https://us06web.zoom.us/j/87060308620?pwd=0HfqBAaSNnWbMfefALEozJz20ksJnj.1)

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