



For Immediate Release:

Media Contact: Julie L. Heckman, Executive Director
American Pyrotechnics Association
(301) 907-8181
Jheckman@americanpyro.com

**American Pyrotechnics Association Predicts Consumer Fireworks Sales
Will Sky Rocket this Independence Day**

Bethesda, MD, June 29, 2015 –As the Fourth of July holiday quickly approaches, consumers across the nation are stocking up on sparklers, cones, fountains and many other varieties of consumer firework devices for their backyard Independence Day celebrations. Americans in certain states will have a greater variety of fireworks as well as more places to purchase them due to a continuing national trend in relaxing the consumer fireworks laws.

According to the American Pyrotechnics Association (APA), consumer fireworks retailers have reported that sales have exploded this past weekend as families begin preparing for their holiday celebrations. The APA predicts a record-breaking year for fireworks sales provided “Mother Nature” cooperates in providing good weather for Independence Day backyard festivities. Despite the sluggish economy, consumer fireworks revenues have climbed steadily from \$600 million in 2006, to \$695 million in 2014. “If sales remain strong through July 4, consumer fireworks revenues could exceed \$725 million for the 2015 fireworks season,” says Julie L. Heckman, Executive Director of the APA.

Backyard fireworks have never been more popular or more in demand. Since 2000, there has been an on-going proliferation of state and local legislation to relax consumer fireworks laws and lift fireworks prohibitions.¹ 47 states plus the District of Columbia and Puerto Rico, allow the sale and use of some types of consumer fireworks.

“With the liberalization of consumer fireworks laws and record-breaking growth in backyard fireworks usage, the number of fireworks-related injuries and fires has dramatically declined,” says Heckman. The fireworks-related injury rate is 36% lower than it was in 2000, when the trend in relaxing consumer fireworks laws was first initiated.² Additionally, data released by the U.S. Fire Administration’s National Fire

¹ Legislative activity since 2000: the following states lifted consumer fireworks restrictions and permitted hand-held & ground based sparkling devices: Connecticut (2000), Maryland (2001), Minnesota (2002), Vermont – sparklers & novelties only (2002), Georgia (2005), Arizona and Rhode Island (2010). More recently, consumer fireworks prohibitions were lifted in the following states: Kentucky permitted full-line consumer fireworks (2011); followed by Utah relaxing its law to include multiple tube cakes & repeaters (2011); New Hampshire now permits reloadable devices (2012); and Michigan authorized full-line consumer fireworks (2012). New York permitted hand held & ground based sparkling devices (2015) and Georgia eased restrictions authorizing full-line consumer fireworks effective July 1, 2015.

²

<http://www.americanpyro.com/assets/docs/FactsandFigures/consumption2015%20vs%20injuries%20graph%201980-2010.pdf>

Preserving & Promoting an American Tradition

7910 Woodmont Ave., Suite 1220 • Bethesda, MD 20814 • (301) 907-8181 • FAX (301) 907-9148

Incident Reporting System (NFIRS), indicates that since 2000, fireworks-related fires have declined by more than 50% and are among the lowest level in three decades.³ “I cannot think of one other consumer product on the market today that has experienced such record-breaking growth in consumption, yet achieved such a sharp decline in both injuries and fires,” added Heckman.

Heckman urges, “While the number of fireworks-related injuries and fires has declined significantly, this is not the time for consumers to be lax about safety. Consumers should always keep safety top-of-mind when using backyard fireworks as well as obeying all local fireworks laws.” The APA encourages the public to download the following fireworks safety tips flier to learn how to celebrate safely this 4th of July.
<http://www.americanpyro.com/assets/docs/APSEF/apsef-safetyflyer-finalprint.pdf>

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, importers, distributors, wholesalers, retailers, and professional 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.

#

³ <http://www.americanpyro.com/assets/docs/FactsandFigures/fireworks%20related%20fires%201980-2011%20table.pdf>