



Arvada Fire Protection District

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TO: All News Agencies

FROM: Scott Pribble, Public Information Officer
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Arvada Fire Now on Twitter

ARVADA –The Arvada Fire Department has joined the millions of people who are already on Twitter. The site will be used by Public Information Officer Scott Pribble to try to keep Arvada citizens and the news media informed about our ongoing calls in a much more timely fashion. “Twitter will allow me to post bursts of information quickly from the scene,” states PIO Pribble. News releases will still be issued after the incidents slow down enough that a full release can be written.

Pribble has used the last few calls to practice and is ready to “go live” with future “news-worthy” incidents.

“We are just trying to meet are citizens where they are on the World Wide Web.”

The Arvada Fire Department can be found on Twitter at <http://twitter.com/ArvadaFire>.

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