

Media Advisory: SW Wildfire Awareness Week - March 25-30

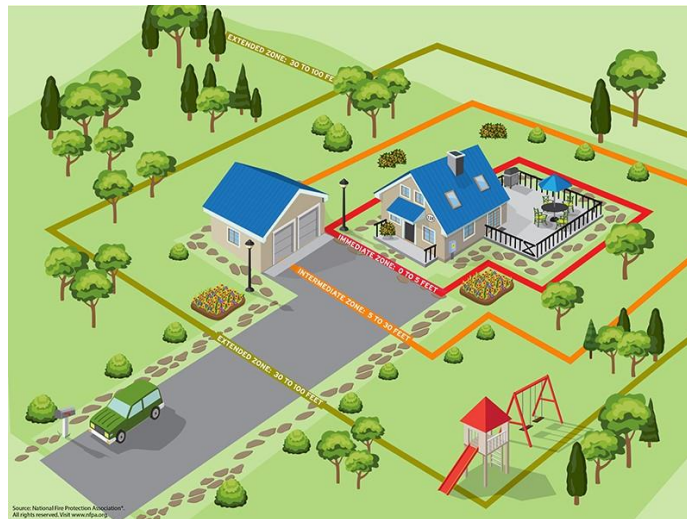
Over the last five years, wildfires have annually burned over 100,000 acres in New Mexico. And every year, humans continue to cause more than half of these fires. The keys to preventing human-caused wildfire lie in two areas: [education and risk-reduction](#).

To educate the public and help landowners and communities reduce the threat of catastrophic wildfire damage, the New Mexico Energy Minerals and Natural Resources (EMNRD) Forestry Division and its fire prevention partners in the southwest are kicking off **Southwest Wildfire Awareness Week, March 25-30**.

Focused on the theme of **"Time for Action,"** this social media-driven campaign provides a way to amplify wildfire prevention messaging prior to the start of the state's critical wildfire period.

The Forestry Division will post public service announcements and other messages through its [X](#), [Facebook](#) and [Instagram](#) channels. The division encourages the public to share these messages with friends and family and on their own social media feeds, thus amplifying this critical information across the state.

The messaging will include ways to increase defensible space around the home; how to prevent fires when camping or recreating; the science of ember-born fire spread; and how to engage your community or neighborhood to prepare for wildfire. More information is available through the [Fire Prevention page](#) on the Division website.



*This illustration shows the "ignition zones" around a home through which burning embers could spread fire
(Photo courtesy nfpa.org)*

If your outlet would like to schedule any articles or interviews on wildfire preparedness during this week, don't hesitate to reach out.

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