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For Immediate Release

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A Minor Fire Occurred This Morning in Beta Shirts Pick and Pack Area

This morning's Beta Shirts fire is still currently under investigation, damage was manageable thanks to safety measures, and employees only suffered with minor injuries which have been treated.

BROADVIEW HEIGHTS, Ohio – April 3, 2021 – On April 3 at 4:40 a.m. a fire broke out in Beta Shirts warehouse in the pick and pack area of the building. The cause of the fire is still currently under investigation, but signs are pointing to it was not caused by machinery or infrastructure issues. Employees were present at the time of the fire, and fortunately all employees were able to evacuate the building in a timely manner to avoid any major injuries.

“Although this fire was an unfortunate for Beta Shirts, we chose to be grateful that all of our employees knew how to deal with the situation and followed procedures to evacuate in the safest way possible,” Chief Executive Officer David Jackson, said. “Just last month the Copley Fire Department came to our facilities to give us recommendations as well as train employees on what to do if a fire were to occur, and I believe this proactive step helped prevent what could have been a devastating tragedy with this morning’s fire.”

The work crew that was involved in the fire was the 3rd shift fulfillment staff at Beta Shirts. After evacuated out of the building, four of the employees were taken to the hospital for treatment for minor burns but have been treated and released.

Fire fighters are still working diligently to extinguish the difficult flames, and there will remain uncertainty to the extent to which the building is damaged until later this afternoon. After the fire is put out Beta Shirts plans to interview employees involved in the incident about how the fire safety plan worked in action.

The employees had luckily loaded the majority of the product into the trucks for distribution before the fire had forced them to evacuate. The extent of the financial damage to the product is estimated at around \$15,000 loss as several of the shirt pallets caught fire.

About Beta Shirts

Beta Shirts was founded in 1990 and creates custom embroidered shirts in a spectrum of sizes and colors with the purpose to help other countries promote themselves. Beta Shirts is dedicated to producing and communicating quality while keeping a safe work environment, as members of the Promotional Quality Assurance Council, the Advertising Specialties Institute, and being safety certified by the Safety Code USA.
www.betashirtusa.com

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To: jmorice@cleveland.com
From: alyssa@betashirts.com

Subject: Beta Shirt Building Catches Fire Early This Morning

Hello Jane,

I would like to provide you with some information on the fire that broke out at our facility early this morning. Currently, we are still investigating all the details to what caused this event and what will be the aftereffects of the fire. We felt it was important to give you first-hand information straight from the source, so you would have the ability to report accurate details to the community if you wished.

What is known now:

- The fire occurred at 4:40 a.m. on April 3 in the pick and pack area
- Cause is still under investigation, but not likely to be a problem with machinery or infrastructure
- Thanks to safety training all employees were able to evacuate the building
- Four employees suffer minor burn injuries, but have been treated
- Estimated \$15,000 worth of product lost
- Firefighters still working to put out fire
- Building damage is yet to be assessed
- After fire is under control employees to be interviewed

If you do decide to run a story on the Beta Shirt fire, it might be beneficial to other members of the community to focus on fire safety training which can help lessen the destruction of an unexpected fire. If we did not have the Copley Fire Department come in to make safety suggestions and give employees training, the damage might have been more significant.

If you have any update information, questions, concerns, or interviews you can contact media person me at phone at 216-555-1234 or by E-mail at alyssa@betashirtusa.com.

I will follow up with you tomorrow morning with updates and new additional information.

Thank you,

Alyssa Alexsonshk
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(release attached)