

Frankenmuth Insurance Brings Fire Smart Lessons to Michigan Students.



More than 50 Mid-Michigan students got an up-close lesson in fire safety as local firefighters who work at Frankenmuth Insurance brought the company's FireSmart program to St. Lorenz Lutheran School.

Frankenmuth Insurance partnered with Emil Rummel Agency and the Frankenmuth Fire Department to teach seventh-grade students how to spot everyday fire risks, develop a home escape plan, and respond safely in an emergency. Students saw fire safety equipment in action — including escape ladders, smoke alarms, and lithium-ion batteries — and learned practical steps they can take home to help protect their families.

"Keeping our community safe starts with giving young people the knowledge and confidence to make smart decisions," said Larry Michael, President of Emil Rummel Agency. "We were proud to partner with Frankenmuth Insurance and St. Lorenz Lutheran School to educate and engage with these students and encourage them to make fire safety a conversation that continues at home."

The lesson covered key FireSmart topics, from keeping bedroom doors closed while sleeping and safely charging lithium-ion batteries to identifying two ways out of every room and regularly checking smoke alarms.

“Fire safety education often focuses on very young children or adults, which can leave middle school students without the practical guidance they need at an important age,” said Eric MacKinnon, Claims Operations Team Leader with Frankenmuth Insurance and Lieutenant of the Frankenmuth Fire Department. “By making fire safety engaging and relevant, we are preparing these seventh graders with important life skills and helping them to recognize risks, act quickly in an emergency, and share life-saving habits with their families.”

To learn more about Frankenmuth Insurance, visit fmins.com.