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**PRESS RELEASE**

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**SAFETY FIRST!**

The National Council of Women of New Zealand (NCWNZ) would like to commend Progressive Enterprises for their stand in banning fireworks from being sold in their chain of supermarkets from next year.

“NCWNZ has had policy to prohibit the sale of fireworks to the general public since 1990, and we are very happy to hear that a big chain of supermarkets is making this kind of stand of putting the safety of the community ahead of profits,” said NCWNZ National President Christine Low.

NCWNZ would like at this time to encourage all other retail outlets to follow Progressive Enterprises lead in banning the sale of fireworks to the public.

“Consumers are making choices about where to shop more and more on the basis of social consciousness – this is the sort of initiative which makes one business stand out from the rest,” said Christine Low.

NCWNZ has identified a range of reasons for there to be a total ban of selling fireworks to the general public, they include; safety issues, the wide availability of public displays in a safe and controlled environment and the current wastage of public money spent on fireworks call-outs.

ENDS

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*"Women Influencing Policy"*