



NEWS RELEASE

OFFICE OF LOUISIANA STATE FIRE MARSHAL

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Louisiana State Fire Marshal Introduces Pelly-Can to Help Make Fire Safety Soar

Baton Rouge, La. (October 8, 2026) – The Louisiana Office of State Fire Marshal is introducing Pelly-Can, a new fire and life safety mascot created to help deliver important safety messages to communities across Louisiana.

A pelican was chosen in recognition of Louisiana's official state bird and its connection to the people and culture of the state. With the catchphrase "Making Fire Safety Soar in Louisiana," Pelly-Can will serve as a recognizable face for the Office of State Fire Marshal's Community Risk Reduction public education programs.

While Pelly-Can will engage children and families, his mission extends beyond traditional children's fire safety education. Pelly-Can will support campaigns addressing smoke alarms, home fire escape planning, cooking safety, carbon monoxide, generator safety, disaster preparedness, older adult safety and other Community Risk Reduction initiatives.

"Pelly-Can gives us a fun and recognizable way to connect with Louisiana communities while delivering serious safety messages," said Chief Chad P. Sonnier, State Fire Marshal. "We want Pelly-Can to become a familiar symbol of fire and life safety across our state."

Pelly-Can also will serve as a resource for Louisiana's fire service. The State Fire Marshal's Office plans to make selected Pelly-Can educational materials available to local fire departments, including activity sheets, coloring pages, handouts, social media graphics and other safety resources.

"Our local fire departments know their communities best, and Pelly-Can gives them another tool to help reach those communities with consistent, meaningful safety messages," said DPS Principal Assistant, Chief Bryan J Adams. "We want fire departments across Louisiana to be able to make Pelly-Can their own while working together to make fire safety a priority statewide."

Whether at a fire department open house, school, community event, on social media or as part of a statewide campaign, Pelly-Can will provide a recognizable connection to fire and life safety messages throughout Louisiana.

Pelly-Can's mission is simple: Making Fire Safety Soar in Louisiana.

For more information about fire safety or to request a free smoke alarm installation, residents are encouraged to contact their local fire department or visit lasfm.org.

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