

**EMERGENCY?
CALL 911**

No cost to County residents.

**You'll NEVER
get a bill!**

Montgomery County Fire & Rescue

www.montgomerycountymd.gov/emts



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**¿Tiene una emergencia?
Llama al 911**

**No tendrá que pagar
por el Transporte
en Ambulancia.**

Montgomery County Fire & Rescue

Estamos contigo. Mejor que nunca. Sin costo para los residentes del condado.

www.montgomerycountymd.gov/emts

**有緊急情況?
請撥打 911**

**您絕不會
收到帳單!**

蒙哥馬利郡火災與救援

為您排憂解難，優質服務前所未有，本部認民無需付費。

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TO THE RESCUE

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YOU'LL NEVER GET A BILL!**

MONTGOMERY COUNTY FIRE & RESCUE

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911

911 operator, where is your emergency?

TO THE RESCUE

Montgomery County Maryland
Fire & Rescue

If you ever have an emergency, be thankful you're in Montgomery County. (SFX: Siren.)

MORE PARAMEDICS

Response is better than ever. Call -they'll be there for you.



In 2012, Montgomery County passed legislation that helped fund emergency transportation service for all residents. Our challenge was to create a campaign that educated residents to the improvements that were coming to emergency services in the County. The fly in the ointment - for 2 years groups who were against the Act vigorously campaigned against it and spread a significant amount of misinformation in their efforts to kill the Act. We overcame those challenges which were translated into five other languages by creating a simple tagline and logo - Montgomery County - Safe and Sound and a compelling series of ads, posters and TV spots.