On January 11, 2020, Lubbock Fire Rescue Lieutenant Eric Hill suffered fatal injuries in the line of duty while working a traffic accident on North Interstate 27. An ice storm had rolled in overnight, and that morning Lt. Eric Hill and crews were actively trying to clear the roadway and assist stranded motorists when he was struck by an oncoming vehicle.

The 5-5-5 initiative began shortly after Lt. Eric Hill's funeral. His parents wanted to continue Eric's legacy of saving lives.

 The Hills hope that using this simple example of bells ringing for a fallen firefighter will bring safety awareness to the community that he served and beyond.  Our efforts include using the 5-5-5 messaging on Shirts, caps, stickers and other media outlets including public service announcements. Other examples are providing scholarships to those whose passion is to serve as a first-responder.

 The 5-5-5 initiative hopes to be a voice of change in legislation and Fire Department procedures to prevent other first responder loved ones from going through the heartbreaking emotions of tragic events like happened on 1/11/2020.

Individual Donations

As an individual there is a donation button on the 555safety.com where any donation amount can be inserted and given as often as you would like to benefit those efforts mentioned above.

Small Business Partnership Opportunities

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Small Business Partner Benefits | $50 | $100 | $200 | $750 |
| Hassle Free Annual Donations |  |  |  |  |
| 5 – 5-5-5 Stickers |  |  |  |  |
| Your Company Name on Our Small Business Support Page |  |  |  |  |
| Public Recognition on Our Social Media Pages |  |  |  |  |

We currently offer Four annual donor opportunities for small businesses to participate in the 5-5-5 initiative. $50, $100, $200 and $750. Some of the available benefits associated with each partnership level are as follows:

Thank you for considering a donation to the 5-5-5 Initiative to help save lives of individuals and first responders in honor of Lt. Eric Hill. Please contact Mark Hill at [555safetyinformation@gmail.com](mailto:555safetyinformation@gmail.com) if you are interested in joining our cause or to answer any questions you may have.

Send donations to:

5-5-5 Initiative

4901 South Loop 289

PO Box 65557

Lubbock, Texas 79464