



Mark Feldstein  
& Associates, inc.

## News Release

Release: Immediately

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### **FLAMELESS CANDLES PROVIDE SAFE ALTERNATIVE TO TRADITIONAL CANDLES WITHOUT SACRIFICING BENEFITS**

#### *National Fire Prevention Month Reminds Homeowners and Renters of Dangers Associated with Candles*

TOLEDO, Ohio – Oct. 1, 2009 – The popularity of candles has grown dramatically in recent years with U.S. consumer candle retail sales over \$2 billion annually. However, with this increase in sales has come an increase in house fires, resulting in unnecessary injuries and even death.

The U.S. Fire Administration estimates that more than 23,000 home fires are caused by candles each year. That's an average of 64 every day of every year, and 165 annual deaths as a result.

During the month of October, National Fire Prevention Month, alarming statistics like this warn homeowners and renters to use caution around fire hazards, including candles.

The **Everlasting Flameless Candle** from Mark Feldstein & Associates, inc. (MFA), a Product Development Company and Importer of unique housewares and gifts, provides a safe alternative.

The Everlasting Flameless Candle utilizes an LED light bulb instead of a wick, preventing the risks associated with an open flame or melting wax. The Everlasting Flameless Candle is safe to use anywhere in the home, including around children, pets, furniture, drapes or outdoor patios.

The battery-operated candle provides the same benefits as a traditional candle, including real, scented wax and a soft, flickering light, plus the ability to enjoy the candle for years to come – the Everlasting Flameless Candle lasts a minimum of 100,000 hours.



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“Fire Prevention Month is an annual reminder to check our homes for fire hazards. It’s unfortunate that something as simple as a candle can devastate so many families,” said Mark Feldstein, President, Mark Feldstein & Associates. “We’re proud to offer a product that contributes to the safety and well-being of families without forcing them to give up the benefits and ambiance of the traditional candle.”

As part of their continued commitment to product safety, MFA has donated Everlasting Flameless Candles to several organizations to help raise money for fire prevention education and burn research.

The Everlasting Flameless Candle is available in a wide variety of scents and colors. The product line includes over 20 Flameless Candle varieties, including Spring, Autumn, Halloween, Christmas, Glass Jars, as well as Tea Lights and Votives. The Christmas Carol and Halloween Candle Collections feature holiday-themed sounds. Everlasting Flameless Candles are available in four-inch and six-inch pillar. They are available at retailers and in catalogs nationwide.

These candles are the latest in a long tradition of innovative and unique gift items from Mark Feldstein & Associates, inc., such as themed-sound clocks licensed by a variety of companies including General Motors, Harley-Davidson®, Audubon, and Thomas Kinkade™, among others. MFA has also introduced innovative products such as, Illuminator Battery/Free, Bulb/Free Flashlights, Charging Valets, UV-C Light Sanitizers and Wireless Indoor/Outdoor Speakers.

**About Mark Feldstein & Associates. inc.**

Mark Feldstein & Associates, inc., located in Maumee, Ohio, offers a wide range of unique, high-quality products for home, office, and personal use. MFA has more than 23 years of experience in the electronics, housewares and giftware industry. The company is a supplier to more than 5,000 retailers worldwide. For additional information, visit our web site at [www.markfeldstein.com](http://www.markfeldstein.com).

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