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American Pyrotechnics Safety and Education Foundation Launches Animated "Explosive Mistakes: Don't Be That Guy" and New Instructional Videos to Promote Fireworks Safety

New series targets proper use and common consumer misuse scenarios, especially with reloadable fireworks

SOUTHPORT, N.C., June 26, 2025 /PRNewswire/ -- The APA Safety and Education Foundation today announced the launch of two new fireworks safety video series as part of its ongoing nationwide effort to reduce preventable injuries during the Independence Day holiday.

The centerpiece of this year's campaign is a new set of short, animated videos titled "**Explosive Mistakes: Don't Be That Guy,**" which highlight common but dangerous mistakes made by consumers, particularly with reloadable aerial shells.

Julie L. Heckman, Executive Director of the Foundation, underscores the importance of combining celebration with safety, stating: "We encourage consumers who plan to use fireworks to celebrate the Fourth of July to act responsibly, be safe, and stay legal. Education is the key to safety, and our campaign provides valuable information to ensure celebrations are not only spectacular but also injury-free."

The animated series will be promoted widely by retailers, industry partners, and community organizations across digital and social media platforms.

Each video focuses on a high-risk behavior, with topics including:

- **Tube Safety:** Always use the proper launch tube designed for the shell. Never use cracked or damaged tubes.
- **Reloadables:** Follow all product instructions. Do not reuse tubes, and light only one shell at a time.
- **Safe Setup:** Place fireworks on a flat, fire-resistant surface and aim away from people or flammable materials.
- **Body Safety:** Never hold or place a reloadable tube on your body—an extremely dangerous mistake resulting in multiple injuries and fatalities last year.

American Pyrotechnic Safety & Education Foundation

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"These injuries are not just numbers—they're real people and real consequences," said **Katherine Guccione, President of the APA Safety and Education Foundation**. "We took on this challenge last year by launching a nationwide effort to reach consumers directly. These new videos are timely, targeted tools that will help create a safer holiday season for everyone."

In addition to the animated series, the Foundation has produced four new live-action safety videos featuring a veteran fire official and fireworks safety educator. His videos focus on:

- **Artillery Shell Safety**
- **Rocket and Roman Candle Safety**
- **Proper Backyard Show Setup**
- **Essential Do's and Don'ts for Fireworks Use**

All [videos can be accessed here](#).

"These video series represent a long-term investment in public safety," Guccione added. "Whether it's your first time lighting fireworks or you've done it for years, these quick clips can help prevent a life-changing mistake."

Additional safety tips for Independence Day fireworks celebrations include:

- ***Purchase from Reliable Sellers:*** Ensure fireworks are obtained from reputable, licensed fireworks retailers, preferably in the jurisdiction where they will be used.
- ***Read and Follow the Instructions:*** Thoroughly review and adhere to all warnings and instructions included on the packaging.
- ***Be Safe:*** Pick a location with a flat surface free of flammable grass, debris, and/or structures, and keep spectators at a safe distance.
- ***Stay Sober:*** Remember that alcohol and fireworks do not mix, have a sober and responsible adult handle the fireworks.
- ***Soak Before You Dispose:*** Dispose of fireworks by soaking them in water and placing them in a metal trash can away from structures.

Fireworks laws vary widely by state, and even more so at the local level. While 29 states allow the use of all consumer fireworks, including reloadables, others limit use to hand-held and ground-based devices commonly referred to as "Safe and Sane" items or only sparklers and novelties. Massachusetts prohibits all consumer fireworks. The APA provides a [state-by-state legal guide](#), reminding consumers that cities, counties, state parks, and national parks may have stricter rules. Always check local laws before using fireworks.

About the APA Safety and Education Foundation

The APA Safety and Education Foundation is a 501(c)(3) nonprofit organization focused on reducing fireworks-related injuries through education, outreach, and community partnerships. The Foundation develops educational curriculum, safety videos, and public awareness campaigns to support responsible consumer fireworks use nationwide. Learn more at www.celebratesafely.org.

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