

“PJ the Flame”

In 2007, our son Peter Joseph Talen, died in a house fire in Madison, Wisconsin. Peter’s younger brother, Andrew, was also burned in the fire.

Since that time, we have worked in collaboration with the Madison Fire Department to pass the [“Peter Talen Fire Safety Ordinance”](#) in the city and advocated for Fire Safety education in campus dorms as well as off campus housing.



In 2023, our daughter Jenny (Talen) Cable, wrote a book to honor her brother and titled it “PJ the Flame”. It was her hope that the book would educate kids, primarily in grades K-4, about fire safety in a developmentally-appropriate way and inspire them to take action and spread awareness.

With October’s Fire Safety Month just around the corner, we are hopeful to spread the book’s message broadly and get it into the hands of youth with the support of Youth Safety Programs, Educational and Service Organizations, Schools and Fire Departments, to purchase and share. All proceeds from the purchase of this book will be donated to fire safety efforts across the country.

To provide a little context, “PJ the Flame” was initially published on Amazon for \$8.99 a copy. In an attempt to bring the cost down and make it more accessible, we have partnered with [Quantum Graphics in Minnesota](#) to accomplish this.

Presently, it is being published in quantities of 50 for \$5.95 per copy. However, for non-profit groups, schools, fire departments and other community groups, the book can be purchased for \$3.00 a copy by entering the special discount code "**FIRESAFETY**" at the checkout. When groups order in bulk, it greatly increases the funds available for fire safety efforts across the country!

We encourage you to read the book, pass along the flier and help us spread the word.

Thank-you for helping us advocate for fire safety awareness and inspiring young people to take action!

Sincerely,

Tim and Patty Talen

Questions?

Email firesafetypj@gmail.com for further information.

Order "PJ the Flame"

<https://www.pjtheflame.com>

Additional Readings

- ★ ["Peter's Story"](#)
- ★ [Plymouth Review Fire Safety Article](#)
- ★ [Madison City Fire Ordinance named after Peter Talen](#)