



Geo Listening®

School Advisories

**703 Pier Avenue
Suite B704
Hermosa Beach, CA 90254**

(310) 421-8873

www.geolistening.com

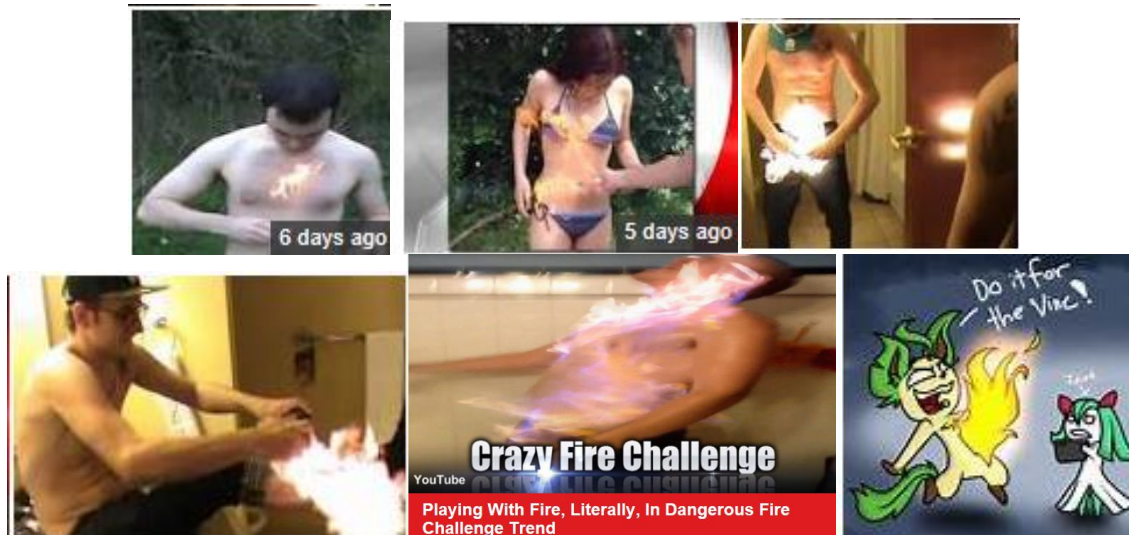
Geo Listening School District Advisory #10

August 11, 2014

Geo Listening will notify client and non-client school district leaders when it has discovered safety or disruptive actions trending on Social Networks. These advisories will be sent to leadership via email. Geo Listening analysts have found posts about a new teenage media stunt known as “fire challenge”.

Fire challenge is an activity which refers to the application of flammable liquids to one's body and then setting the liquids aflame, while being video recorded. The aftermath is then posted to social media sites. It has become so popular that a quick YouTube search for the term "fire challenge" turned up tens of thousands of videos. In the videos, teens typically apply flammable liquid to their bodies and then flick a lighter. They quickly douse the flames before they can be hurt, but not everyone is quick enough.

Firefighters, police officers and media sources have chastised and spoken out against the activity, hoping to dissuade individuals from trying it. The effect of the Fire Challenge is immediate, 1st through 3rd degree burns are the direct results of undergoing the activity.



We will contact districts where we have been able to positively identify a student or school/district name with more detailed information.

To learn more, view below links to news reports from across the country about this very serious teenage social media stunt.

<http://abcnews.go.com/GMA/video/warning-parents-dangerous-fire-challenge-24830588>

<https://www.youtube.com/watch?v=yFI7zCBleEs>

<http://www.insideedition.com/headlines/8698-playing-with-fire-literally-in-dangerous-fire-challenge-trend>