



NOTE TO EDITORS: The media is welcome to cover every aspect of the event. Please contact MDA for more information or to arrange interviews with participants and MDA clients.

## NEWS RELEASE

For Immediate Release

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Photo Opportunities

FOR MORE INFORMATION CONTACT:

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### **Santa Barbara County Firefighters “Fill Their Boots” and Their Hearts for “Jerry’s Kids”**

**Santa Barbara County, April 30, 2011** – Teams of Santa Barbara County firefighters will fan out across the county with boots in hand, as they kick off their annual Fill the Boot fundraising campaign for children and adults with neuromuscular diseases. All are invited to come out and support the Mid-State Chapter of the Muscular Dystrophy Association by making a tax-deductible donation to the firefighters collecting at Fill the Boot locations.

Fill the Boot locations will be stationed in Orcutt (at the intersection of Clark & Bradley), Buellton (at the intersection of Hwy 246 & McMurray), and in Goleta (at the intersection of Storke & Hollister). Look for them between 9:00am and 3pm. Firefighters present at the event will be representing IAFF Local #2046 – the union representing Santa Barbara County Fire Department.

The International Association of Fire Fighters (IAFF) is MDA’s number one sponsor, having supported the organization faithfully since 1954. Over the last 57 years, IAFF members have raised over \$400 million for children and adults living with neuromuscular diseases,

including ALS (Lou Gehrig's Disease). The event is held with the goal of raising thousands of dollars for the Mid-State Chapter of the MDA.

MDA is a voluntary health agency working to defeat more than 40 neuromuscular diseases. Funds from the event will remain in Santa Barbara & San Luis Obispo Counties, and be used to send children to MDA's weeklong summer camp, fund support group sessions in Santa Barbara and San Luis Obispo, purchase durable medical equipment, and support a comprehensive patient services program. MDA also funds over 300 research projects worldwide in an effort to achieve its goal of eliminating neuromuscular disease. Individuals registered with MDA receive these services free of charge and the Association's programs are funded almost entirely by individual private contributions.

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