

For Immediate Release

Firefighters Give The Boot Charity Work Part of the Firefighter's Fabric

Cambridge, Ontario. September 4, 2008... While firefighters are known for their skills to put out hazardous fires that threaten residents and their property or for providing rescue assistance to people in car accidents and other dangerous situations, they will soon be giving the public "the boot".

It's a 35 year tradition for the Cambridge Professional Firefighters' Association (CPFFA) as they ready to embark on the "fill the boot" campaign for Muscular Dystrophy (MD). Slated for Saturday, September 20th, between 9am - 5pm, firefighters will be greeting people entering the parking lot for the Cambridge Centre at 355 Hespeler Road.

The Ontario Fire Fighters fundraising campaign happens in communities across Ontario during August and September. The firefighter boot drive is a major volunteer fundraising event firefighters.

"We do it in support of people affected with neuromuscular disorders. It's another way to give back to our community," says Shannon Nicholson, CPFFA MD Chairperson. In past years, firefighters raised more than \$300,000 to support MD. This year over 50 Cambridge firefighters will take a shift and offer the public "the boot" and a chance to make a difference by contributing a donation to the cure.

About MD

Muscular Dystrophy is a group of neuromuscular disorders that are characterized by progressive weakness and wasting of the voluntary muscles that control body movement. As muscle tissue weakens and wastes away, it is replaced by fatty and connective tissue. In perspective, it takes four muscles to sit and watch a television program so the impact on a person's quality of life is significant. Over time, persons with neuromuscular disorders may lose the ability to walk, speak, and ultimately breathe. For some individuals, the disorder is fatal. There is currently no cure.

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Media Contact:
Shannon Nicholson, CPFFA MD Chairperson
Tel: 519-653-5522
Email: nicholson@cambridgefirefighters.com



The City of Cambridge is one of the fastest growing areas in the country. It is strategically located astride highway 401 in Southwestern Ontario, part of Canada's Technology Triangle. In 2008, the population reached over 125,000 people. With a multicultural mix and a strong foundation of support services, Cambridge has a diverse economic base with leading industries in manufacturing, automotive, high technology, pharmaceutical, business and financial services and hospitality/retail. The Corporation of the City of Cambridge is an employer with a work environment that offers the opportunity to provide service to the community through creativity and innovation, and with opportunities for career growth and advancement. Based on the 2007 BMA Management Consulting Inc Municipal Study, the City of Cambridge is one of only four municipalities in the province that is debt free.

For more information on the area or the corporation visit www.cambridge.ca
The City of Cambridge press room is located at <http://www.cambridge.ca/article.php?sid=176>

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feganl@cambridge.ca