

For Immediate Release

Firefighters Collect for Muscular Dystrophy

Ambitious Goal this year for Cambridge Professional Firefighters' Association

Cambridge, Ontario. September 14, 2010... The traditional boot campaign for Muscular Dystrophy (MD) is back on again this year marking the 37th year of supporting the important charity that helps people with neuromuscular disorders. Slated for Saturday, September 18th at the Cambridge Centre, 355 Hespeler Road, the boot toll runs from 9:00 am to 5:00 pm.

"Our muscular dystrophy committee has set a goal of reaching \$20,000 in donations this year," says Kristin Sutton, a member of the MD Committee for the Cambridge Professional Firefighters' Association (CPFFA). Last year, the group raised over \$13,414 - and over the last seven years has contributed over \$100,000 to the MD organization.

"Since 1969 CPFFA has collected over \$367,000 making Cambridge Firefighters one of the top fundraisers in Ontario," adds Sutton. She notes the generosity of Cambridge citizens and the many Boot Drive volunteers are key reasons why this event is so successful.

The money donated goes to help Canadian families acquire the equipment they need to support their loved ones such as wheelchairs, walkers and scooters. It also funds much needed neuromuscular research.

Firefighters, students from the Conestoga College Pre-Service Firefighter Education and Training Program, friends, and family will greet people entering the parking lot at Cambridge Centre mall with the boot to ask for a donation to help support the cause. It's part of the Ontario Fire Fighters fundraising campaign which happens across the province during the fall. Last year, 285 fire departments in the province took part. The firefighters have been MD's single most important source of donations for over five decades.

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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About Cambridge

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 2010, the population reached over 130,000 people. With a multicultural mix and a strong foundation of support services, Cambridge has a diverse economic base with leading industries in advanced manufacturing, automotive, high technology, pharmaceutical, business and financial services and hospitality/retail. The Corporation of the City of Cambridge is an employer with a progressive work environment that offers the opportunity to provide service to the community through creativity and innovation, and with opportunities for career growth and advancement.

For more information on the area or the corporation visit www.cambridge.ca
The City of Cambridge press room is located at www.cambridge.ca/pressroom

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