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**FOR IMMEDIATE RELEASE** **Contact:** Contact Name
DATE Contact Email

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**Help Rescue IAFF Fire Fighters as
COVID Threatens Fill the Boot for Muscular Dystrophy Association**

*In response to apprehensions about in-person fundraising, IAFF and MDA create touchless Fill the Boot to continue funding research for treatments and cures for muscular dystrophy, ALS and neuromuscular diseases.*

 **[CITY (ALL CAPS)], [State], [Month] [Day], 2020** – As the COVID pandemic affects communities across the United States, it has also impacted in-person fundraising for the Muscular Dystrophy Association (MDA). For 66 years, [**Professional Fire Fighters Association Local ##]** has collected critical funds in the community – one dollar at a time – as part of the Fill the Boot program. But this year, due to social distancing, that’s not possible. In lieu of conducting their traditional fundraiser, [**Professional Fire Fighters Association Local ##]** are asking for your help to rescue them from the **[location]** rooftop on **[date].** In order to focus on a more social-distancing approved form of collections amid the pandemic, local fire fighters will camp out on the [location] rooftop for [x hours/days] (rain or shine) to raise their goal of **[$xx,xxx]**. Donations help meet the urgent need for MDA’s Frontline COVID-19 Emergency Fund to continue services for more than 250,000 people living with neuromuscular diseases across the country.

**We encourage the community to make donations online or deliver donations in person:** [**https://filltheboot.donordrive.com/URL**](https://filltheboot.donordrive.com/URL)

You can also **text ‘BOOT’ to 24325**

 [**Professional Fire Fighters Association Local ##]** displays an unwavering support for MDA year after year, raising critical funds and awareness to help our families get the care they need," says [MDA Rep Title], [Name]. "We are so thankful for their continued commitment to cure neuromuscular disease and for the flexibility to go virtual through this pandemic to protect everyone on the frontlines in our community.”

**Donate** at [**https://filltheboot.donordrive.com/URL**](https://filltheboot.donordrive.com/URL) or **text ‘BOOT’ to 24325**

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