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#### Contact: [Local MDA Name] [Local MDA Title][Local MDA Phone] [Local MDA Email]

####  MDA Partners with [City] Fire Fighters to

#### Kick Off Annual Fill the Boot Campaign

####  *Fill the Boot drives benefitting kids and adults with muscular dystrophy begin [Date(s)], proudly marking 70 years of partnership between the MDA and International Association of Fire Fighters (IAFF).*

**[CITY (ALL CAPS)], [State], [Month] [Day], 2024 —** A special kick off event for the annual Fill the Boot drive is being hosted by members of the [Fire Department name and/or Professional Fire Fighters Association Local ##], along with the Muscular Dystrophy Association (MDA), to raise critical funds to empower families living with muscular dystrophy, ALS, and related neuromuscular diseases to live longer, more independent lives.

The kick off event on [Date] at [Location] continues this honored [IAFF/fire fighter] tradition of dedicating their time to raise critical funds to support research, care, and advocacy for families in our community living with muscular dystrophy, ALS and related neuromuscular diseases.

[Insert specific kick off event activities here. Include spokespeople and speakers, additional partners, MDA families and local notable VIPs that will be in attendance].

“Traditions are at the heart of the fire service, and the IAFF is proud that for 70 years ‘Fill the Boot’ campaigns led by IAFF members throughout the United States and Canada, including [Fire Department name and/or Professional Fire Fighters Association Local ##], have made a difference for people living with neuromuscular diseases,” says IAFF General President Edward Kelly. “As fire fighters, we go where the fight is, and that’s why we are raising awareness and funds to help ensure effective treatments and therapies are found.”

On [Today/Date] at [Time], this year’s Fill the Boot drive will officially begin at [FTB location(s)]. More than [number] members of the [Fire Department name and/or Professional Fire Fighters Association Local ##] will greet [motorists on the street/customers outside the store] all over the city, asking them to donate to help MDA lead the way in accelerating research, advancing care, and advocating for the support of our families.

Contributions from 2024 [City’s] Fill the Boot will fund groundbreaking research for promising treatments and therapies and provide families with the highest quality care from the best doctors and medical teams in the country at some of the largest nationwide network of multidisciplinary Care Centers including [insert local care center]. The MDA Resource Center, MDA Summer Camp, MDA Community Education and Access programming is also supported by funds raised from the MDA-IAFF partnership and ensures no one goes through their journey with neuromuscular disease alone.

**MDA and IAFF Partnership**

The partnership between the IAFF and MDA began in 1954 when the organization committed by resolution to support MDA until a cure is found, and the organization's unwavering commitment to MDA has remained strong to this day. As MDA’s largest national and top fundraising partner, they have raised more than $700 million for MDA to date. MDA is grateful for the hundreds of thousands of IAFF members across America who have participated in Fill the Boot campaigns over the last 70 years and joined in its mission to empower people living with neuromuscular diseases to live longer, more independent lives.

**About the IAFF**

The [International Association of Fire Fighters](http://www.iaff.org/mda/index.asp) represents more than 340,000 full-time professional fire fighters and paramedics in more than 3,500 affiliates. IAFF members protect more than 85 percent of the population in communities throughout the United States and Canada. To learn more visit IAFF.org and follow the IAFF at [Facebook](https://mdausa.sharepoint.com/sites/marcommrequest/Shared%20Documents/Apps/Microsoft%20Forms/REQUEST%20FORM%201/Please%20upload%20all%20your%20approved%20assets%20here/Facebook.com/IAFFonline), [Twitter](https://twitter.com/IAFFNewsDesk), and [Instagram](https://mdausa.sharepoint.com/sites/marcommrequest/Shared%20Documents/Apps/Microsoft%20Forms/REQUEST%20FORM%201/Please%20upload%20all%20your%20approved%20assets%20here/Instagram.com/iaff1918).

**About Muscular Dystrophy Association**

Muscular Dystrophy Association (MDA) is the #1 voluntary health organization in the United States for people living with muscular dystrophy, ALS, and related neuromuscular diseases. For over 70 years, MDA has led the way in accelerating research, advancing care, and advocating for the support of our families. MDA’s mission is to empower the people we serve to live longer, more independent lives. To learn more visit [mda.org](https://www.mda.org/) and follow MDA on [Instagram](https://www.instagram.com/mdaorg/), [Facebook](https://www.facebook.com/MDAOrg/), [Twitter](https://twitter.com/MDAorg), [TikTok](https://www.tiktok.com/%40mdaorg), and [LinkedIn](https://www.linkedin.com/company/225521/admin/).

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