**MEDIA CONTACT:** [Insert Fire Department media contact]

**WHO:** [Insert speakers at Fill the Boot kickoff and available interviewees]
Fire Dept. name
Spokesperson [insert name and title of department PIO/representative]

MDA Employee
Spokesperson [insert name and title of MDA representative]

MDA family member
Spokesperson [insert name of MDA family member]

**WHAT:** This year, dedicated members of the [Fire Department name], together with the Muscular Dystrophy Association (MDA), will fan out across the [City] area with boots in hand for the fire fighters' annual Fill the Boot fundraising campaign. This long-standing program raises funds to support MDA’s mission to empower people with neuromuscular diseases to live fulfilling and independent lives through research, care, community support and advocacy. Contributions to Fill the Boot 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, including at [Insert local care center information].

**WHERE: [List Intersections/ Locations and Addresses]**

**WHEN:** [**Date(s)**]
[**Start time – End time**]

**About the 2024 [City] Fill the Boot**

* More than [number] members of the [Fire Department name] will participate in this year’s Fill the Boot drive.
* This year’s goal for [Fire Department name] is [insert amount of goal to be raised]

**History of Fire Fighters and Fill the Boot**

* The Fill the Boot program has raised over $700 million since 1954, making fire fighters the top fundraisers in MDA history.
* In 2023, fire fighters raised over $11 million at more than 1,030 Fill the Boot events to fund MDA’s mission including funding research, care, and advocacy to empower the lives of MDA families.
* MDA’s spirited Fill the Boot campaign is an honored tradition in which thousands of dedicated fire fighters in hometowns across America hit the streets or storefronts asking pedestrians, motorists, customers and other passersby to make a donation to MDA. The Fill the Boot program has become more than a fundraising campaign – across the United States these are annual events that mobilize neighbors to make a positive impact on the lives of children and adults living with neuromuscular diseases in their own communities.
* Thanks to continued generous support from long-standing partners like fire fighters, MDA has invested more than $1 billion in research for more than seven decades. These investments have led in-part to many major medical and scientific advances, including the development of more than 20 new FDA approved treatments just since 2015.
* In addition to organizing thousands of Fill the Boot events in hometowns across America, fire fighters also dedicate countless hours every year to volunteer at MDA Summer Camp, working with children and young adults living with muscular dystrophy and related neuromuscular diseases.
* 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.

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