

**FOR IMMEDIATE RELEASE**

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#### [Fire Department] [Launches/Join] Annual MDA Fill the Boot Campaign in [City]

**CITY (ALL CAPS), State, Month Day, 2024—** Fire fighters have collected critical funds in the community since 1954 – one dollar at a time – as part of the Fill the Boot program for the Muscular Dystrophy Association (MDA). The **Fire Department Name** will continue this tradition as its members kick off the annual program raising funds to support 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.

Dedicated fire fighters from **Fire Department Name** will hit the streets/storefronts with boots in hand asking pedestrians, motorists, customers, and other passersby to donate to MDA on **Dates** at **Time**, at **FTB location(s).**

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.

“For 70+ years, the Muscular Dystrophy Association’s Fill the Boot campaign has raised critical funds for research and care for people who live with a neuromuscular disease, and we are honored to be a part of their effort for this important mission reaching a historic milestone this year,” said **[Name], Fill the Boot Coordinator for Fire Department Name.**

For more information about Fill the Boot or to donate online, please visit: <https://filltheboot.donordrive.com/event/firefighters>.

**About** [**Muscular Dystrophy Association**](https://www.mda.org/)

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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