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

Contact Phone

**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 creates touchless social distancing Fill the Boot event to support and help transform the lives of kids and adults with muscular dystrophy, ALS and related neuromuscular diseases.*

 **[CITY (ALL CAPS)], [State], [Month] [Day], 2021** – For 67 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 243725**

 [**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 243-725**

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