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

**WHO:** [Insert speakers at Fill the Boot kickoff and available interviewees]
Fire Dept. name and/or IAFF Local #
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:** Members of the [Fire Department name and/or Professional Fire Fighters Association Local #], 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 event raises funds to support MDA’s mission to empower people living with muscular dystrophy, ALS, and related neuromuscular diseases to live longer, more independent lives.

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

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

**About the 2023 [City] Fill the Boot**

* For almost 70 years, fire fighters have stood on the front lines to fuel MDA’s work to support families and communities across the country to fund research, care, and advocacy for people living with muscular dystrophy, ALS, and related neuromuscular diseases, to fund:
	+ World-wide research
	+ Accelerating life-saving therapies
	+ Sending kids with neuromuscular diseases to Summer Camp, at no-cost to families
	+ MDA Resource Center, providing guidance, support, and connections for families diagnosed with neuromuscular disease
	+ An unprecedented network of over 150 MDA Care Centers nationwide with multidisciplinary medical teams
	+ Advocacy for access to healthcare, education, employment, travel, and more
* 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.
* More than [number] members of the [Fire Department name and/or Professional Fire Fighters Association Local ##] will participate in this year’s Fill the Boot drive.
* Funds raised through the 2023 Fill the Boot events help support MDA’s efforts to fund groundbreaking research, to accelerate treatments and cures, and support services at MDA Care Centers, including at [Insert local care center information].
* 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.
* This year’s goal for [Fire Department name and/or Professional Fire Fighters Association Local ##] is [insert amount of goal to be raised]

**MDA and IAFF Partnership**

* IAFF is MDA’s largest organizational partner. Learn more about the story of this 69-year partnership [here](https://firefighters.mda.org/).
* IAFF support for MDA began in 1954 when the organization committed by proclamation to support MDA until a cure is found.
* To date, the IAFF has raised more than $690 million to support MDA families and help accelerate treatments and cures.

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