

# FIREFIGHTER STAIRCLIMB CHALLENGE

April 26, 2016 FOR IMMEDIATE RELEASE

## NEWS RELEASE

### **Calgary Hosts the World's Highest Elevation Firefighter Stairclimb In support of firefighters and citizens impacted by Cancer**

**Calgary, AB** – On May 7, 500 dedicated firefighters from across North America will suit up in 45 pounds of duty gear and climb 1,204 steps (775 vertical feet) to the top of Calgary's Bow building, to raise awareness and funds for firefighters and citizens who are living with cancer.

This third annual event, hosted by the Calgary Firefighters Benevolent Society and presented by Encana Corporation in support of Wellspring Calgary, shines a spotlight on the risks firefighters take on daily to save lives in an occupation that exposes them to many cancer-causing situations. More broadly, the event brings awareness to anyone impacted by cancer.

#### **This year's challenge will feature two NEW thrilling components:**

- **Challenge the Chief:** The call went out to anyone who thinks they have what it takes to beat Chief Steve Dongworth in the climb. Brave respondents – including Calgary Police Service Deputy Chief Ray Robitaille - pledged their required fundraising goal of \$10,000 and will take to the steps in a race against the chief prior to the main race. Award-winning chef Michael Noble will reward this group by preparing a special celebratory dinner at the firehall exclusively for the Chief and the challengers.
- **President's Cup:** Mike Carter, President, International Association of Fire Fighters (IAFF) has issued a challenge to other IAFF presidents to pledge \$1,000 and join the race. So far he has just one rival, but registration is ongoing! The President's Cup will occur simultaneously with the *Challenge the Chief* race.

#### **Main Event Details**

**Date:** Sunday, May 7, 2017

**Location:** The Bow building at Centre Street and 6 Ave SE - with spectator zone (closed to traffic) along 6 Ave from Centre to 1 Street SE.

**Event Schedule:** Opening Ceremony begins at 8:15am with a procession led by the Calgary Fire Department Honour Guard and Pipes and Drums band, followed by speeches by Calgary Fire Chief Steve Dongworth, IAFF president Mike Carter, and visionary Kathy Blas.

First climbers (the Chief, Presidents, and challengers) ascend at 9:00am. Subsequent teams follow. Final climb to commence by 1pm. Event finale, including speeches announcing winners begins at 2pm.

### **Media Interviews**

**Who:** Interviews available with key players including: Chief Steven Dongworth, IAFF President Mike Carter, Calgary Police Service Deputy Chief Ray Robitaille, event visionary Kathy Blas and Wellspring Executive Director Patti Morris.

**When and Where:** Schedule interviews ahead or see Pat Fream at the media table in the Bow lobby.

**Spectator Opportunities:** Public spectators, families and friends are invited to come down to the Bow and cheer on the participants. A full block along 6 Ave will be closed to traffic and there will be a stage with music, guest speakers and a jumbotron featuring live footage of the climbers.

-30-

**To schedule an interview, please contact:**

**Pat Fream**

Wellspring Calgary: 403.587.0260 ext. 1004

**Cell: 403.540.9200**

Email: [communications@wellspringcalgary.ca](mailto:communications@wellspringcalgary.ca)

-30-

For more information about the Firefighter Stairclimb Challenge, please visit:

<http://calgarystairclimb.com/>

### **About Wellspring Calgary**

Founded in 2007, Wellspring Calgary is a charitable organization that supports, informs and empowers those diagnosed with cancer and their caregivers, by providing evidence informed programs and resources free of charge and without referral. Wellspring's vision is to ensure no one has to face cancer alone. New this fall, Wellspring Calgary now has two centres in Calgary.

For more information about Wellspring Calgary visit: [www.wellspringcalgary.ca](http://www.wellspringcalgary.ca)