



FOR IMMEDIATE RELEASE
SEPTEMBER 11, 2012

FIREFIGHTERS AND THE PUBLIC ALIKE CLIMB THE CALGARY TOWER FOR 9/11 AND CANADA'S FALLEN

Calgary -- Today at 6:00pm Firefighters and members the public from across Calgary and Alberta will gather to commemorate and remember not only the tragic events of 9/11 but the selfless contributions made by Canada's Firefighters every day.

"The climb is not a race," says Chad Sartison, Chair of Firefighters1st, Board Member of the Canadian Fallen Firefighters Foundation and Captain at the Foothills Fire Department in Heritage Pointe. "Rather, it is an opportunity to reflect on how our world has changed since 9/11 and perhaps more importantly we remember and recognize the 1111 Canadian firefighters who have fallen in service to the community."

Sartison continues "Many of the firefighters climbing today have only just returned from Ottawa last night where the Canadian Firefighters Memorial, the Canada's newest national monument, was officially opened by His Excellency the Right Honourable David Johnston, Governor General of Canada, as a permanent and public commemoration of the honour and sacrifice of every Canadian firefighter who has died in the line of duty since 1848."

Many of the firefighters who attended the unveiling of the memorial in Ottawa yesterday attended on their own dime. "It is humbling," said Sartison, "to be involved in a profession where passion and commitment to each other and the community permeate every aspect of your profession. Over 80% of Canada's firefighters are volunteer which serves as a great metaphor to our commitment to community and service."

The climb is open to the public and everyone is encouraged to show up to cheer on and climb beside their firefighters. Registration is \$34.30 signifying the 343 firefighters who lost their lives on 9/11 and can be completed on arrival. The event will start at 6:00pm at the base of the Calgary Tower with the climb starting at 6:30. Donations can also be made at http://thefirewithin.ca/shop/product_detail.html?id=45.

Proceeds raised will be forwarded to the Canadian and National Fallen Firefighters Foundations to help the families of the fallen. Every year the Canadian Fallen Firefighters Foundation awards bursaries and scholarships to the children of our fallen and memorializes and honours their contribution with their families in September.

WHAT: "CLIMBING FOR OUR FALLEN" HONOURING FIREFIGHTERS ON 9/11
WHO: CANADA'S FIREFIGHTERS AND THE PUBLIC THEY SERVE
WHERE: CALGARY TOWER
WHEN: TUESDAY, SEPTEMBER 11 BEGINNING AT 6:00 P.M.

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About the Canadian Fallen Firefighters Foundation (CFFF)
The CFFF is a registered charitable organization dedicated to honouring the memory of Canada's fallen firefighters. It comprises members of the Canadian Fire Service and other interested citizens who volunteer their time. For information regarding the new Canadian Firefighters Memorial, please visit: www.cfff.ca

