

NEWS RELEASE

March 23, 2011

FOR IMMEDIATE RELEASE

Contact: Fred MacFarlane – (213) 369-8425

Vernon City Firefighters' 'Bald Action' Raises Thousands to Aid Childhood Cancer Research

Vernon, CA – “Bald action” by Vernon City firefighters at a special “Shave for the Cure” event today collected \$4,321 toward their charitable fundraising goal of \$5,000 to pay for medical research to develop a cure to childhood cancers.

Vernon firefighters joined forces with St. Baldrick's Foundation at Vernon Fire Station #2 where the Vernon's first responders stepped forward one-by-one – with donations and pledges – to sacrifice the hair on their heads to help children battling cancer.

Vernon City Fire Chief Mark Whitworth said, “I'm extremely proud of our city's firefighters for willingly having their heads shaved bald to raise money for childhood cancer research. Our brotherhood of Vernon firefighters thank the sworn officers of the Los Angeles Police Department who stood with them – head-to-head – to have their hair shaved to help kids fighting life threatening diseases. It is the selfless acts of kindness and compassion on display at today's Vernon City Firefighters Association 'Shave for the Cure' event that distinguishes our firefighters and L.A.'s police officers as heroes in the City of Vernon and the nearby communities they serve.”

160,000 children in the U.S. are diagnosed with cancer. By working with St. Baldrick's Foundation, Vernon City firefighters have pledged to do our part to raise public awareness and research funds to develop new treatments to combat childhood cancers.”

To make a donation to this special Vernon Firefighter charitable cause, go to <http://www.stbaldricks.org/events/mypage/eventid/6496/eventyear/2011>.

Vernon was founded in 1905 to create jobs in California. Vernon's 1,800 businesses create more than 105,000 jobs in the Los Angeles area – including 55,000 jobs within the city's 5.2-mile boundary. The Los Angeles County Economic Development Corporation designated Vernon as California's 'Most Business Friendly City.' Vernon generates more than \$330 million in state

income and sales taxes, \$1.1 billion in taxable spending. Vernon's businesses provide more than 4.4 billion in salaries and wages annually for workers in Los Angeles County.

To view 'Vernon Works', go to: <http://cityofvernon.org/iworkinvernon/>.

###