

## NEWS RELEASE

June 7, 2011

### **FOR IMMEDIATE RELEASE**

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### **Vernon Firefighters Association to seek public donations during three-day ‘Fill the Boot’ fundraising drive to benefit Muscular Dystrophy Association**

**Vernon, CA** – Members of the Vernon Firemen’s Association (VFA) will take positions at three key surface street intersections in Vernon on three days in June for their third annual ‘Fill the Boot’ campaign to raise funds to find a cure for neuromuscular diseases.

Vernon firefighters will be joining forces with the Los Angeles office of the Muscular Dystrophy Association (MDA) for their June 2011 “Fill the Boot” campaign. In the past two years, VFA members have collected more than \$37,000 for MDA from motorists and pedestrians in Vernon who have shown strong support by dropping generous on-the-spot donations into firefighters’ boots.

Vernon Firefighter Todd Schoenig said, “Vernon Firemen’s Association members are proud to come to the aid of the MDA and persons with neuromuscular diseases in our third annual ‘Fill the Boot’ fundraising drive. Motorists, truckers, delivery van drivers and pedestrians have served as our street corner first responders. They have gratefully helped our firefighters collect tens of thousands of dollars for this special cause. We know economic times remain difficult for many people. We only ask people in Vernon to donate what they can to help fill a firefighter’s boot on three days in June.”

VFA members will be working to “Fill the Boot” on the following days and locations:

Monday, June 13 at the intersection of Soto Street and Bandini Boulevard

Friday, June 17 at the intersection of Atlantic Boulevard and Bandini Boulevard

Tuesday, June 21 at the intersection of Santa Fe Avenue and Vernon Avenue

MDA and the International Association of Fire Fighters established the annual “Fill the Boot” fundraising campaign in 1954. For more information on the VFA June 2011 “Fill the Boot” campaign, contact Erin Kelly of MDA/LA at (310) 390-6802.

**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/>.

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