



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Vernon Firefighters Pledge ‘Bald Action’ at Fire Station #2 Charity Fundraising Drive to Combat Childhood Cancer

Vernon, CA – City of Vernon firefighters have pledged to take “bald action” when they gather for a special head-shaving event to raise \$5,000 for childhood cancer research on Wednesday, March 23 at 10:00 a.m. at Vernon Fire Station #2 (4305 South Santa Fe Avenue, Vernon 90058).

Vernon’s firefighters have joined forces with Monrovia, CA-based St. Baldrick’s Foundation to help children with cancer gain an upper hand their battle against life threatening disease.

Vernon Fire Chief Mark Whitworth said, “Firefighters and charitable volunteers from throughout the City of Vernon plan to shave their heads for one of the worthiest of causes in L.A. County – medical research to help children suffering from cancer. Each year, 160,000 children in the U.S. are diagnosed with cancer. By working with St. Baldrick’s Foundation, we intend to do our part to raise public awareness and research funds to develop new treatments to combat childhood cancers.”

For more information or to participate in this special Vernon Firefighter charitable event, 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/>.

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