

FIREFIGHTER STAIRCLIMB CHALLENGE

April 19, 2016 FOR IMMEDIATE RELEASE

NEWS RELEASE

Calgary Hosts the World's Highest Elevation Firefighter Stairclimb In support of firefighters and all citizens living with Cancer

Calgary, AB – On May 1, over 300 dedicated firefighters from across North America will suit up in 45 pounds of duty gear and challenge themselves to climb 1,204 steps (775 vertical feet) to the top of Calgary's renowned BOW building, to raise awareness and funds for firefighters and citizens who are living with cancer.

This year marks the second annual Firefighter Stairclimb Challenge, hosted by the Calgary Firefighters Benevolent Society and presented by Encana Corporation in support of Wellspring Calgary. The event brings awareness to the risks firefighters take daily to save lives in an occupation that exposes them to many cancer-causing situations. More broadly, it brings awareness to anyone impacted by cancer.

This year's challenge will feature several exciting additions including:

- **A VIP/Media tent** - for media interviews with key stakeholders during the Stairclimb
- **A Stage and Jumbotron** – for the opening ceremony, music and a live feed broadcasting the climb and results
- **An invitation to the public** – to view the main event on Sunday, May 1

Main Event Details

Date: Sunday, May 1, 2016 from 8:15am – 12:30pm

Location: The BOW at 500 Centre Street SE and surrounding street – 6 Avenue from Centre St. to 1 St SE to be closed to vehicle traffic.

Media Opportunities:

- Interviews in the Bow lobby from 7:45am to 8:10am and from 9:10am to noon in the VIP tent.
- 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 Mayor Naheed Nenshi, Calgary Fire Chief Steve Dongworth, event visionary Kathy Blas and MC Vickie Chase.
- First climber (the Chief) ascends at 9:00am.
- Final climb will commence at 12:30pm.

Spectator Opportunities: Public spectators are invited to gather on 6 Avenue and show their support for the firefighters. Donations benefitting Wellspring Calgary will also be gratefully accepted.

To RSVP and book an interview, please contact:

Karen Perron, Events Manager

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Email: events@wellspringcalgary.ca

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For more information about the Firefighter Stairclimb Challenge please visit: www.calgarystairclimb.com

For more information about Wellspring Calgary visit: www.wellspringcalgary.ca

About Wellspring Calgary

Founded in 2007, Wellspring Calgary is a charitable organization that supports, informs and empowers those diagnosed with cancer by helping them address the fear, isolation, disruption and practical problems cancer can bring to their lives. Wellspring's vision is to ensure that no one has to face cancer alone.

As an affiliate of the Wellspring Cancer Support Foundation, Wellspring Calgary provides a comprehensive range of support, resources and programs so anyone living with cancer and the people who care about them can improve the quality of their lives. All programs and services are informed by evidence and offered free of charge and without referral in a welcoming and caring community-based centre.