

FIREFIGHTER STAIRCLIMB CHALLENGE

April 17, 2018

NEWS ADVISORY

Calgary Hosts the World's Highest Elevation Firefighter Stairclimb In support of firefighters and citizens impacted by cancer

Calgary, AB – On April 29, over 500 dedicated firefighters from across North America will suit up in 45 pounds of duty gear and climb 1,204 steps (775 vertical feet) to the top of Calgary's Bow building to raise awareness and funds for firefighters and citizens who are living with cancer.

This fourth annual event, hosted by the Calgary Firefighters Benevolent Society and presented by Encana in support of Wellspring Calgary, shines a light on the risks firefighters take on a daily basis to save lives in an occupation that exposes them to many cancer-causing situations. More broadly, the event brings awareness to anyone impacted by cancer.

***This year's challenge features an ADDED MEDIA BONUS ... access to the stairwell so participants can be filmed in action!**

Two other exciting components:

- **Challenge the Chief:** The call went out to anyone who thinks they have what it takes to beat Chief Steve Dongworth in the climb. Brave respondents, including Calgary Police Service Deputy Chief Ray Robitaille and Encana VP External Affairs Dave Lye, have pledged their required fundraising goal of \$10,000 and will take to the steps in a race against the chief prior to the main race. Award-winning chef Michael Noble will reward this group by preparing a special celebratory dinner at The Nash exclusively for the Chief and the challengers.
- **President's Cup:** Mike Carter, President, Calgary Chapter, International Association of Fire Fighters (Local 255) has issued a challenge to other IAFF presidents to pledge \$500 and join the race. So far he has two rivals, and registration is ongoing! The President's Cup will occur simultaneously with the *Challenge the Chief* race.

Main Event Details

Date: Sunday, April 29, 2018

Location: The Bow building at Centre Street and 6 Ave SE - with spectator zone (closed to traffic) along 6 Ave from Centre to 1 Street SE.

Event Schedule: Opening Ceremony begins at 8:15 am with a procession led by the Calgary Fire Department Honour Guard and Pipes and Drums band, followed by speeches by Calgary Fire Chief Steve Dongworth, IAFF president Mike Carter, and visionary Kathy Blas.

First climbers (the Chief, Presidents, and challengers) ascend at 9:00am. Subsequent teams follow. Event finale, including speeches announcing winners begins at roughly 2pm.

Media Interviews

Who: Interviews are available with key players including: Chief Steve Dongworth, IAFF-255 President Mike Carter, Calgary Police Service Deputy Chief Ray Robitaille, event visionary Kathy Blas and Wellspring Executive Director Patti Morris.

When and Where: Schedule interviews ahead or see Pat Fream at the media table in the Bow lobby.

Spectator Opportunities: Public spectators, families and friends are invited to come down to the Bow and cheer on the participants. A full block along 6 Ave will be closed to traffic and there will be a stage with music, guest speakers and a jumbotron featuring live footage of the climbers.

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For more information, please contact:

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For more information about the Firefighter Stairclimb Challenge, please visit:

<http://calgarystairclimb.com/>

About Wellspring Calgary

Founded in 2007, Wellspring Calgary is a charitable organization that supports, informs and empowers anyone diagnosed with any type of cancer and their caregivers. Wellspring offers information and a comprehensive range of evidence informed programs and resources free of charge and without referral. With a vision is to ensure **no one has to face cancer alone**, Wellspring Calgary operates two centres in Calgary and will be breaking ground on its second permanent location, Wellspring Calgary Randy O'Dell House in Seton, on June 21, 2018.

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

