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PRESS RELEASE

MEDIA ADVISORY-PHOTO & VIDEO OPPORTUNITIES

Date: 12-10-10
Time: 0915 hours

CONTACT: Patrick Love

TITLE: ***FIREFIGHTERS SHOP FOR ADOPT-A-FAMILY PROGRAM***

Fort Collins, CO – For the fifth consecutive year Poudre Fire Authority and PFA Firefighters Local 1945 will be participating in the Salvation Army Adopt-A-Family program.

Firefighters from station #3 will be shopping at K-Mart, 2535 South College Ave. in Fort Collins at 10:30 a.m. today.

The program involves firefighters “adopting” a child or children from a family that is in need. Firefighters then donate their own money so they can go shop for items needed/wanted by the child. In addition to the donation for children, PFA Firefighters Local 1945 also donates gift wrap supplies and a gift certificate to a local grocery store for the family.

This adopt-a-family program is an extension and continuation from one started in the 1960’s when City of Fort Collins Firefighters fixed toys and gave them out to children for Christmas.

This has been an especially difficult year for local families and the Salvation Army is facing more families in need than ever before.

If you are interested in a photo/video opportunity please contact Patrick Love, 970-481-2169. There may be another opportunity between today and Sunday, December 12, 2010.

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