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SEND A TEXT, SUPPORT FIRST RESPONDERS Helping Emergency Personnel Couldn't Be Easier

(San Diego, CA – July 22, 2010) – This summer, local emergency personnel are working harder than ever to ensure San Diegans and visitors to the region remain safe. San Diegans are invited to support these local firefighters and lifeguards by texting SDFIRE to 85944. Each text is a \$10 donation to the San Diego Fire Rescue Foundation (Foundation), a 501 (c)(3) nonprofit organization benefiting the San Diego Fire-Rescue Department.

For every text of SDFIRE to 85944, a \$10 charge will appear on the sender's telephone bill or be deducted from prepaid phone plans.

"Not everyone can run into a burning building or save drowning swimmers, but just about everyone can send a text," said Wendy Robinson, the Foundation's Executive Director. "Donating \$10 by text message is an easy way for people to help our first responders."

Funds will be used to purchase needed equipment and supplies for the Fire-Rescue Department. As lifeguards deal with busy beaches and firefighters prepare for fire season with fewer resources than ever, each \$10 text will strengthen public safety throughout San Diego.

"Though the Foundation cannot eliminate the fire engine closures or more quickly deliver firefighters to incidents, we can help make sure the personnel have the tools they need when they get there," said Robinson.

For more information about the Foundation, including upcoming events and additional ways to donate, please visit www.sdfirerescue.org or call 619-410-4742, and join the cause on Facebook and StayClassy.org.

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Started in 2006, the San Diego Fire Rescue Foundation is a 501(c)(3) public charity founded by former fire fighters and dedicated community leaders to help provide the unmet equipment and training needs of the San Diego Fire-Rescue Department. Their mission is to raise the funds necessary to obtain the essential equipment, technology and training required to keep the citizens of San Diego and their property safe from the ravages of fire, natural disasters, and unforeseen injury or illness. The Foundation is designed to accept donations, on behalf of the community, to provide direct support to the work of the Fire-Rescue Department.