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**The Milwaukee Fire Department Joins the Fight Against Breast Cancer with Pink T-Shirt Fundraiser**  
*The department is selling pink t-shirts with traditional MFD logo on front and "Fire & Rescue" on back in October only*

Milwaukee—(October 1, 2008)—The Milwaukee Fire Department (MFD) joins the fight against breast cancer with a pink t-shirt fundraiser. The department is selling pink t-shirts with the traditional MFD logo on the front and "Fire & Rescue" on the back for the entire month of October for \$10. All net proceeds will go to the Susan G. Komen for the Cure Milwaukee affiliate. The Department's members and the public can purchase t-shirts now, and this month only, to help the local Komen affiliate fund local breast health education and breast cancer screening and treatment programs. The MFD members can wear the pink t-shirts on duty in place of their approved t-shirts for the month of October only.

"The Milwaukee Fire Department is excited to engage in a fun and worthy fundraiser during Breast Cancer Awareness Month," said Assistant Fire Chief Brian Glassel. "Many of our members have indirectly been affected by breast cancer through their wives and mothers, and are very happy to support this cause. We hope this is the start to a promising relationship with the Susan G. Komen Milwaukee affiliate."

The MFD pink t-shirts are sold at the following locations and open to the public for purchase:

- **Engine 2:** 755 N. 7<sup>th</sup> Street
- **Engine 5:** 1313 W. Reservoir
- **Engine 16:** 10320 W. Fond du Lac
- **Engine 24:** 4927 W. Fiebrantz
- **Engine 25:** 300 S. 84<sup>th</sup> Street
- **Engine 31:** 2400 S. 8<sup>th</sup> Street
- **Engine 33:** 4515 W. Burnham
- **Local 215:** 5625 W. Wisconsin Ave.

"We are honored that the MFD is having this fundraiser for our affiliate. It is a great way to bring men into our fight against breast cancer," said Sally Sheperdson, executive director for the Susan G. Komen for the Cure Milwaukee affiliate. "This fundraiser proves that breast cancer affects everyone."

***About the Susan G. Komen Milwaukee Affiliate***

The Komen Milwaukee Affiliate began in 1999 to carry out the promise of the Susan G. Komen for the Cure® in Southeastern Wisconsin.

Initially, a group of dedicated women had a desire to bring the Komen Milwaukee Race for the Cure® to the community. These breast cancer survivors, breast health professionals, and other women of vision spent countless hours making the Race a reality in Milwaukee.

Simultaneously, they and others were developing the structure for an incorporated Milwaukee Komen Affiliate, which would oversee the Race and other events as well as the rigorous grant review process through which education, screening and treatment programs in Southeastern Wisconsin would be funded.

***Milwaukee Fire Department***

The Milwaukee Fire Department (MFD) is the primary fire suppression, prevention, rescue and emergency medical service for the City of Milwaukee. The department's motto is "Courage, Integrity and Honor." MFD consists of approximately 1000 firefighters, many of which serve simultaneously as paramedics providing emergency medical services. MFD is known as one of the best fire departments nationwide for its response times and other quality services.

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