



SAN FRANCISCO FIRE DEPARTMENT
Public Information Office

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Media Advisory

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For Immediate Release PST
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**Wind & Fire Motorcycle Club Announces Annual Toy Run
to Benefit San Francisco Firefighters Local 798 Toy Program**

(San Francisco – October 19, 2010) On Saturday, November 20, 2010, for the 5th year in a row, the Barbary Coast Chapter of the Wind & Fire Motorcycle Run is kicking off the holiday season with a motorcycle toy run through beautiful San Francisco.

San Francisco Firefighters Local 798 Toy Program assists not only individual families but also various organizations, such as shelters for abused women and children, inner-city schools, neighborhood organizations, children's cancer wards, pediatric AIDS units and recreation sites to name a few. They also respond to displaced children who are victims of disasters such as fires and floods. "This is a year round program that relies solely on donations," said Fire Chief Joanne Hayes-White. "Touching the heart of a child is what it's all about. There is such a need for this service and this is the time of year when making donations is foremost on people's minds. We'd love to see a huge turn out for this event."

More than 300 firefighters and friends volunteer their time each year to distribute more than 200,000 toys to more than 40,000 children. Still, the toy program volunteers have to turn children away every year.

HOW YOU CAN HELP:

Sign Up for the 5th Annual Johnny "V" Memorial Toy Run

November 20th – 10:00 AM- 11:30 AM at Toy Program Headquarters, Corner of 3rd Street and Mission Rock St., (south of AT&T Park) in San Francisco. For more information: www.barbarycoastwindandfire.com

Donate a Toy at your Local Fire Station

If you can't make it to the Toy Run, consider donating a toy to the Toy Program. All fire stations in San Francisco accept toy donations. Station Locations: <http://sf-fire.org/index.aspx?page=176>

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