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**FIREFIGHTERS TAKE ON SAN FRANCISCO'S TALLEST BUILDING AT THE
FIRST ANNUAL FIREFIGHTER STAIR CLIMB**

Participants ascend the Transamerica Pyramid to Benefit Local Burn Centers

San Francisco, Calif. (July 12, 2010) – The San Francisco Fire Department, 5th Alarm Events, The Pyramid Center, and event sponsor Universal Protection Service today announced they will hold the First Annual Firefighter Stair Climb at the Transamerica Pyramid on Saturday, July 17, 2010, starting at 10 a.m. All proceeds from the event will benefit the Bothin Burn Center, the Alisa Ann Ruch Burn Foundation and the San Francisco Firefighters' Toy Program.

Firefighters, police and military personnel – all in full gear – will be joined by sports and fitness enthusiasts in ascending San Francisco's tallest building with a total of 48 floors. More than 300 climbers are expected for this inaugural event.

“The San Francisco Fire Department is proud to be a part of this great event,” said San Francisco Fire Department spokesperson, Mindy Talmadge. “We’ll be there in full gear and ready to take on all 48 floors of stairs to show our support for three organizations that work together in treatment and recovery of major burned victims.”

On the eve of the First Annual Firefighter Stair Climb, the San Francisco Giants will be hosting Firefighter Appreciation Night as they play against the New York Mets. Firefighters will be honored in a pre-game ceremony, plus the Transamerica Pyramid's Crown Jewel will be lit during the game in honor of the First Annual Firefighter Stair Climb the next day. Proceeds from each ticket packages sold will be donated to the Firefighters Toy Program. Tickets are available at www.sfgiants.com.

Participants of the First Annual Firefighter Stair Climb can register online at www.5thalarmevents.com or in person on the day of event at the Transamerica Pyramid. Event participants will receive a commemorative t-shirt, meal ticket for free lunch at the Post Event BBQ, and discounted drinks during the Post Event Party at Taverna Aventine.

Corporate sponsorships are still available. Contact Gary Allender at Gary@5thalarmevents.com or (206) 465-7070 to learn more.

For more information, please visit www.5thalarmevents.com.

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