



2015 Firefighter Stairclimb Challenge
Media Launch: Jan 29 2015 at 10:00am THE BOW

Calgary, AB – Last Thursday, January 29, 2015, a Media Launch was held to officially announce the 2015 Firefighter Stairclimb Challenge. On May 3, 2015, 500 firefighters will climb THE BOW Building in full firefighter duty gear, in support of cancer resource centre Wellspring Calgary.

I've included the Media Launch event details, as well as a Dropbox link that contains all of the images from the launch, compliments of Skogen Photography. If you would like to connect with any of the speakers and presenters to discuss the details of the event, please contact Alchemy Communications Inc. below.

NOTES TO EDITOR

- Media Launch Images (submitted by Skogen Photography): [CLICK HERE](#)
- Official Firefighter Stairclimb Challenge website: <http://calgarystairclimb.com>
- Wellspring Calgary: wellspringcalgary.ca
- 500 firefighters from across the world climbing in support of people living with cancer
- Highest elevation stairclimb in North America, starting at 3400 feet elevation, climbing another 775 ft (1204 steps) to the top of western Canada's tallest landmark, the BOW building.
- Promoted by the Calgary Fire Department and the International Association of Firefighters local 255
- Presented by the Calgary Firefighters Benevolent Fund
- Sponsored by Encana
- Volunteer Sponsor Brookfield Residential

MEDIA LAUNCH EVENT DETAILS (Jan 29 2015)

- **What:** Media Launch for 2015 Firefighter Stairclimb Challenge
- **Speakers / Presenters:**
 - Emcee Stu Laird, former Calgary Stampeder and CFD firefighter
 - Calgary Fire Department – Chief Steve Dongworth
 - Kathy Blas, history of the idea coming to Calgary and engaging the involved parties
 - Encana – Ryder McRitchie, VP Investor Relations & Communications
 - Patti Morris, executive director Wellspring Calgary (the beneficiary charity)
 - Wellspring Calgary member testimonial
- **Where:** Encana, THE BOW Building, 500 Centre Street SE, 54th floor, Mountain View Room
- **When:** January 29, 2015 10:00 a.m.
- **Why:** Wellspring Calgary aims to use funds raised through this event to continue to offer quality programs and resources to all those living with cancer, including understanding and responding to the needs of the firefighting community through key programs and resources.

If you are interested in sharing this story with your readers, please contact:

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