



San Luis Obispo County Fire Departments
through
Fire Chiefs Association of San Luis Obispo County

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FOR IMMEDIATE RELEASE

San Luis Obispo County Burn Relay
23rd Annual San Luis Obispo County Burn Relay to Support the
Alisa Ann Ruch Burn Foundation

SAN LUIS OBISPO COUNTY, Calif., October 13, 2011 –

On Thursday October 13th, the San Luis Obispo County Burn Relay is coming to town.

As you may know, the Alisa Ann Ruch Burn Foundation is dedicated to burn prevention through education and burn survivor assistance. The Burn Relay is one of the biggest fund raising events for the foundation and helps to defray the costs of programs such as: Champ Camp; Stop Drop and Roll; Baby Blues (an anti-scald program aimed at new families); and the Young Adult Summit. The assistance you provide may be as simple as funds for fuel to get to medical appointments, help with the purchase of pressure garments or sponsor a child to Champ Camp. The current President of the Fire Chief's Association of San Luis Obispo County, Paso Robles Fire Chief Ken Johnson stated, "We, as Fire Chiefs of this County, understand the importance of Champ Camp to the children with burns throughout this State. We are supporting the Alisa Ann Ruch Burn Foundation by sending a burn survivor to Champ Camp this year."

The Fire Training Officers in San Luis Obispo County also believe in community service through involvement. Casey Bryson, Atascadero Fire Captain and the current president of the San Luis Obispo County Fire Training Officers, acknowledged, "The fire prevention education the Alisa Ann Ruch Burn foundation provides in our County has been leading to decreased burns in our communities. We as an association are very happy this year to sponsor a burn survivor child to Champ Camp. We hope the results of our Burn Relay will lead to an increased awareness to prevent burns and additional sponsorships to Champ Camp."

What is the Burn Relay?

The Burn Relay is a parade of fire equipment and firefighters from throughout San Luis Obispo County displaying their support for the Alisa Ann Ruch Burn Foundation. Coinciding with national Fire Prevention Week, the relay stops at schools and the San Luis Obispo Farmer's Market to educate children on fire safety topics and to accept donations from the public. We are proud to announce **KSBY Daybreak News Anchors Richard Gearhart and Corina Corral** will lead the relay and teach children fire safety along with our firefighters and school educators. This year our Burn Relay will stop at **16 schools** and present a fire prevention message up to **8,000 children!**

We will finish our Burn Relay at the **San Luis Obispo Farmer's Market with KSBY TV**. We will be participating along with multiple fire departments passing on fire prevention education.

We will be stopping at the following communities:

San Miguel
Paso Robles
Templeton
Atascadero
Santa Margarita
Morro Bay
Cayucos
Cambria
Nipomo
Oceano
Grover Beach
Arroyo Grande
Shell Beach
San Luis Obispo
Los Osos

How can I help?

- Come down and greet your firefighters and see their fire apparatus.
- Ask your group to make a donation or fund a portion of the Alisa Ann Ruch Burn Foundation's programs. Every donation is important – even small children have donated change.

- Provide a full or partial sponsorship to send a burn-injured child to Champ Camp, a wonderful summer program held each June at Wonder Valley, near Fresno. The cost to sponsor one child is \$1,000, which provides a full week of special activities and esteem-building exercises.

What else can I do?

Contact friends, family, service club members, co-workers and complete strangers and urge them to support the firefighters and the Alisa Ann Ruch Foundation with their presence and donations.

Please check out, www.aarbf.org

For the past 40 years, AARBF has worked in partnership with firefighters, educators, and burn care professionals to develop innovative burn prevention education and burn survivor services programs. In 1972, the organization introduced its Stop Drop and Roll and Cool-a-Burn campaigns that have reached hundreds of thousands of school children throughout the state. In 1985, Champ Camp began and grew to the largest camp for burn injured children ages 5-16 in the United States. These are just examples of a community working together to serve those impacted by a burn-related injury. These successes are your successes.