



P.O. Box 171256; Hialeah, Florida 33017-1256
www.FirefightersCalendar.com 305-828-7787

Contact: Jeanne Sullivan, Director of Public Relations 305-401-3636, Sullivan@gmcvb.com

SOUTH FLORIDA FIREFIGHTERS CALENDAR HOT FACTS

WHO: Created by Lieutenant Luis Espinosa of the Hialeah Fire Department

WHAT: The South Florida Firefighters Calendar (SFFC) is a non-profit organization developed to raise money for local charities, featuring a yearly calendar filled with hot firefighter models. The men are chosen every year by fans who attend the Secretary's Day Luncheon fundraiser. Dozens of firemen compete to be in the calendar and make public appearances, with the 13 most popular picked to serve as the cover guy and 12 months of the year. Traditionally there are two months featuring a firefighter and his children, and one month with a hunk in the "Over 40" category. The vast majority of months are taken by guys who compete in the "Open" category, dominated by single guys under 40. The firemen do a series of public appearances at malls, nightclubs, sports/entertainment venues and festivals, starting with opening weekend in August and running through January. Every year the MVPs – the guys who sold the most calendars and showed the most leadership at events – are invited back the following year to appear on a bonus page.

WHEN: Started in 1992 with the 1993 South Florida Firefighters Calendar

WHERE: Serving the South Florida community, including Miami-Dade, Broward and Palm Beach Counties

WHY: To date the non-profit organization has raised over \$142,000 to benefit charities such as the Miami Project to Cure Paralysis, Habitat for Humanity's Hurricane Andrew Fund, Ronald McDonald Children's Charities, Neighbors 4 Neighbors, Best Buddies, Cystic Fibrosis and Here's Help. For more information on how to purchase a calendar or include the SFFC guys in an event, visit the web site at www.FirefightersCalendar.com or call 305-828-7787. The 2005 SFFC benefits Here's Help, an acclaimed drug treatment and rehabilitation program created and run by "Footy," South Florida's famous Y-100 radio personality, www.Here'sHelp.net. It also benefits Neighbors 4 Neighbors, a non-profit organization founded by South Florida's CBS 4 connecting those in need with those who can help, www.Neighbors4Neighbors.org.