



**MEDIA RELEASE
11 May 2009**

FIREFIGHTERS FLOOD SKY TOWER CHALLENGE REGISTRATIONS

Excitement for the race to the top of Auckland's most iconic landmark, the Sky Tower, is building. 365 firefighters and 57 auxiliary participants, a total of 422 people have signed up for the Firefighter Sky Tower Challenge and are gearing up to walk, run and huff their way to the top.

Breaking last year's record, over 60 brigades and volunteer brigades, from across New Zealand, are taking on the challenge. They will be joined by overseas brigades from Australia and the United States.

In its sixth year, the event has grown from a humble climb to an intense gut-busting, cardio challenge to raise funds for the Leukaemia & Blood Foundation (LBF).

In 2008, 58 fire brigades participated and raised a record \$94,000. And for the last three years the Paihia Volunteer Fire Brigade have been lead fundraisers for the LBF and is gearing up to defend their title.

The courageous New Zealand fire brigades will compete in a race up the 51 flights – or 1,103 Sky Tower steps – wearing full firefighting kit weighing 25kg.

Pru Etcheverry, Executive Director of the LBF, says the Firefighter Sky Tower Challenge is a fantastic event and each year the LBF are overwhelmed by the amazing enthusiasm and generosity of the firefighters.

"They balance hectic work and life schedules, months of mental and physical training and still manage to find time to fundraise for the six New Zealanders who are diagnosed everyday with leukaemia, lymphoma, myeloma and related blood cancers. They are truly our heroes and remarkable members of their communities.

"In this changing economy we are ever appreciative for SKYCITY and Auckland Airport's support of the event and of the 349 fabulous firefighters who are up for this challenge. We hugely thank Auckland Airport firefighter, and Firefighter Sky Tower Challenge organiser, Tony Scott for every year coming out with a great level of enthusiasm and energy to make this event a success."

SKYCITY Chief Executive Officer, Nigel Morrison, says SKYCITY is proud to support the Firefighter Sky Tower Challenge.

"SKYCITY is privileged to be involved in a large number of events that really make a difference in our community and we look forward to welcoming hardworking and

courageous firefighters from all over New Zealand and overseas to the tallest building in the Southern Hemisphere.”

The Firefighter Sky Tower Challenge numbers:

- **6** children and adults in New Zealand everyday are diagnosed with leukaemia, lymphoma, myeloma or a related blood condition
- More than **500** contacts with patients and general enquiries every month is managed by the LBF Patient Support Services team
- **10,000** people are living with leukaemia, lymphoma, myeloma or a related blood condition in New Zealand
- Over **\$1,000** each day is the cost of providing LBF’s Support Services
- **51** flights of stairs in the Firefighters Sky Tower Challenge
- **1,103** individual steps
- **\$94,000** was raised for LBF in the 2008 Firefighters Sky Tower Challenge
- **365** firefighters representing fire brigades from around New Zealand are competing in the 2009 Challenge, including a team from Auckland Airport and Auckland Airport CEO Simon Moutter.
- At **328** metres the Sky Tower is the tallest building in the southern hemisphere
- Auckland Airport is providing a kick-start to the fundraising efforts with a \$15,000 donation. This money has come from the generosity of the travelling public who donate their foreign currency in donation globes positioned throughout the airport.

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MORE INFORMATION:

Event Details - 2009 Firefighter SkyTower Challenge in association with Auckland Airport

Date: Saturday 23 May 2009

Time: 7am - 1pm

Venue: Sky Tower, SKYCITY, Federal Street, Auckland Central

Leukaemia & Blood Foundation

The LBF is the only organisation in New Zealand dedicated to supporting patients and their families living with leukaemia, myeloma, lymphoma and related blood conditions.

Every day 6 children and adults in New Zealand are diagnosed with leukaemia, lymphoma, myeloma or a related blood condition, the equivalent of around 2,200 New Zealanders a year.



In association with
Auckland Airport

The funds raised go towards the LBF's Support Services Programme to provide core services – patient support, information & education, awareness, advocacy and research.



In association with
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The following Fire Brigades and Volunteer Fire Brigades are participating in the 2009 Firefighter Sky Tower Challenge:

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| Alexandra Volunteer Fire Brigade | Morrinsville Volunteer Fire Brigade |
| Athenree Volunteer Fire Brigade | Mount Maunganui Station |
| Auckland Airport Rescue Fire | Mount Roskill Fire Brigade |
| Auckland Region City Station | Muriwai Fire Brigade |
| Avondale Fire Brigade | Napier Station Fire Brigade |
| Awhitu Rural Fire Brigade | New Plymouth West Volunteer Fire Brigade |
| Beachlands Volunteer Fire Brigade | Newmont Mines Rescue |
| Bethells Valley Fire Brigade | Okaiawa Volunteer Fire Brigade |
| Cambridge Volunteer Fire Brigade | Onerahi Volunteer Fire Brigade |
| Tikokino Volunteer Fire Brigade | Otahuhu Fire Brigade |
| Waipawa Volunteer Fire Brigade | Paihia Volunteer Fire Brigade |
| Waipukurau Volunteer Fire Brigade | Papakura Fire Brigade |
| Christchurch City Fire Brigade | Paraparaumu Fire Brigade |
| Clevedon Volunteer Fire Brigade | Patutahi Volunteer Fire Brigade |
| Cooks Beach Volunteer Fire Brigade | Plimmerton Volunteer Fire Brigade |
| Cromwell Volunteer Fire Brigade | Pukekohe Volunteer Fire Brigade |
| Devonport Fire Brigade | Queenstown Volunteer Fire Brigade |
| East Coast Bays Fire Brigade | Remuera Fire Brigade |
| Edgecumbe Volunteer Fire Brigade | RNZAF Whenuapai Fire Brigade |
| Gis/Juken NZ Industrial | Silverdale Fire Brigade |
| Gis/Kotemaori VRFF | South Auckland Fire Brigade |
| Gisborne Fire Brigade | South Australian Metropolitan Fire Service |
| Greenhithe Volunteer Fire Brigade | Stratford Volunteer Fire Brigade |
| Hamilton Airport Rescue Fire | Tairua Volunteer Fire Brigade |
| Henderson Fire Brigade | Tawa Volunteer Fire Brigade |
| Hikurangi Volunteer Fire Brigade | Te Atatu Volunteer Fire Brigade |
| Hutt City Fire Brigade | Te Awamutu Volunteer Fire Brigade |
| Kaiapoi Volunteer Fire Brigade | Te Kuiti Volunteer Fire Brigade |
| Kaikohe Volunteer Fire Brigade | Thames Volunteer Fire Brigade |
| Kamo Volunteer Fire Brigade | Titirangi Fire Brigade |
| Kawakawa Volunteer Fire Brigade | Tokomaru Volunteer Fire Brigade |
| Kumeu Volunteer Fire Brigade | Turangi Volunteer Fire Brigade |
| Linton Army Fire Brigade | Waiatarua Volunteer Fire Brigade |
| Lumsden Volunteer Fire Brigade | Waihi Beach Volunteer Fire Brigade |
| Mangawhai Volunteer Fire Brigade | Waipu Volunteer Fire Brigade |
| Mangere Fire Brigade | Waitakere Rural Fire Brigade |
| Manly Volunteer Fire Brigade | Waitemata Fire Brigade |
| Manunui Volunteer Fire Brigade | Wellington Airport Fire Service |
| Maungaturoto Volunteer Fire Brigade | Wellsford Volunteer Fire Brigade |
| Mercer Volunteer Fire Brigade | Whitianga Volunteer Fire Brigade |



In association with
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