



MEDIA RELEASE
1 May 2009

FIREFIGHTERS STEP UP TO THE SKY TOWER CHALLENGE

On Saturday 23 May 2009, 349 firefighters (and 58 auxiliary participants) will climb their way to the top of Auckland's Sky Tower in an intense gut-busting, cardio challenge to raise funds for the Leukaemia & Blood Foundation (LBF).

In its sixth year, the Firefighter Sky Tower Challenge has become a New Zealand tradition. In 2008, 58 fire brigades participated and raised a record \$94,000. 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. They will be joined by two overseas brigades from Australia and the United States.

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
- **349** 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.

-ends-

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.

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
Auckland Airport

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

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
Edgcumbe 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
Auckland Airport

For further information contact:

Leola Abraham
Communications & Marketing Manager
Leukaemia & Blood Foundation
Phone: 09 638 3556
Mobile: 021 523 172

Connie Sprague
Media Relations Manager
SKYCITY Entertainment Group
Phone: 09 363 6409
Mobile: 021 515 638

Sarah Aldworth
Communications Manager
Auckland Airport
Phone: 09 256 8917
Mobile: 027 474 6483