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FOR IMMEDIATE RELEASE



SAN DIEGO'S HOTTEST SUMMERTIME EVENT JUST GOT EVEN BETTER

SAN DIEGO – Hailed as California's largest firefighting event, you won't want to miss the FlameOut FIRE EXPO 2007 *presented by Sycuan and Fire Etc.* This 17th annual event, scheduled for Saturday, July 14, from 11 am – 5 pm at Qualcomm Stadium, in parking section "J", is designed to heighten public awareness of modern emergency services. The Fire Expo features the arrival of the annual Burn Run parade at 1 pm, which includes more than 100 fire trucks and fire engines.

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The Fire Expo also features a fire and burn prevention education pavilion, emergency service vendor booths, a Kiddie Karnival, a firefighter obstacle course for kids, fire engine rides, puppet shows, live firefighting demonstrations, food, beverages, and live performances by Stage 4, 34 Below and the Rock Hounds.

This year's Fire Expo will be held in conjunction with the National Firefighter Combat Challenge. The Firefighter Combat Challenge, *presented by Viejas*, is an annual event that attracts hundreds of U.S. and Canadian firefighters. During the "Challenge" hundreds of fire department teams compete to prove they are the best in their profession.

For the duration of the event, competitors must wear full bunker gear and breathing apparatus, which together can weigh up to 50 pounds. The "Challenge" includes five consecutive real-life firefighting tasks that are performed by two competitors head-to-head. Top places at each of the regional competitions advance to the International Championship in November held in Las Vegas. Guests will also get to watch the National CPR Challenge, which is organized in two and five minute competitions with groups of Paramedics, EMT's and First Responders. The Quality CPR Challenge features side-by-side competitors administering CPR to training manikins – while the compression rates and depth are measured and recorded on state-of-the-art AED/CPR equipment in relation to 2005 American Heart Association CPR Guidelines.

ADMISSION TO BOTH EVENTS IS FREE.

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Proceeds benefit the Burn Institute. The Burn Institute is a nonprofit health agency dedicated to reducing the number of burn injuries and deaths in San Diego, Imperial, Riverside and San Bernardino counties through fire and burn prevention education, burn care research and treatment, and burn survivor support services LIKE *Camp Beyond the Scars* for burn-injured children.

For information about the Firefighter Combat Challenge, or if you are a firefighter who would like to compete, visit www.firefighterchallenge.com. For information about FIRE EXPO, contact Rick Ochocki at 858.541.2277 ext. 20, rochocki@burninstitute.org or visit www.burninstitute.org.

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