

## MEDIA ADVISORY / PHOTO OPPORTUNITY

For May 21, 2009

### CEREMONY TO HONOR FALLEN FIREFIGHTERS AND THEIR FAMILIES AT D.C. FIRE DEPARTMENT STATION HOUSE

*Over \$125,000 raised to support National Fallen Firefighters Foundation*

**What:** The DC Fire and EMS Department, National Fallen Firefighters Foundation (NFFF), Pierce Manufacturing and Harley-Davidson Motor Company will host a special ceremony to honor family members and other supporters of the firefighting community. The event follows the successful "NFFF Full Throttle Support" campaign to raise awareness and funds for the NFFF – a nonprofit organization dedicated to supporting and assisting families of firefighters who lost their lives in the line of duty.

Over a period of three months, more than 3,700 participants donated money and over 11,000 entered an online sweepstakes at <http://nfff.fullthrottlesupport.com> for a chance to win a custom, one-of-a-kind Harley-Davidson® Fat Boy® Firefighter Special Edition motorcycle. The campaign helped raise more than \$125,000 for the NFFF. This event will celebrate work of the NFFF and feature the sweepstakes winner.

**When:** Thursday, May 21, 2009 at 1 p.m.

**Where:** DC Fire and EMS Department, Engine 3  
439 New Jersey Ave. NW  
Washington, D.C., 20001  
Phone: 202-673-3203

#### Photo and Interview Opportunities:

- A survivor of a fallen firefighter will tell their family's story of support from the NFFF.
- Members of the Red Helmet Ride – a group of motorcycle-enthusiast firefighters and friends – will be in attendance at the station.
- Executives from Pierce and Harley-Davidson will present a final donation check.
- The winner of the NFFF Full Throttle Support sweepstakes will receive the grand-prize motorcycle.

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**About National Fallen Firefighters Foundation**

The National Fallen Firefighters Foundation is a 501(c)3 organization with a Congressional mandate to honor all firefighters who die in the line of duty in the United States. The National Fallen Firefighters Foundation is the only fire service organization that represents every facet of the American fire service – career, volunteer and wildland. The Foundation has launched major initiatives to reduce firefighter deaths. The Foundation has no allegiance to any special interest. For more information, visit [www.firehero.org](http://www.firehero.org).

**About Pierce Manufacturing**

Pierce Manufacturing Inc., an Oshkosh Corporation [NYSE: OSK] company, is the leading North American manufacturer of custom fire apparatus. Products include custom and commercial pumpers, aerials, rescue trucks, wildland trucks, mini-pumpers, elliptical tankers, and homeland security apparatus. In addition, Pierce designs its own foam systems and was the first company to introduce frontal airbags and the Side Roll Protection system to fire apparatus. To learn more about Pierce, visit [www.piercemfg.com](http://www.piercemfg.com).

**About Harley-Davidson Motor Company**

Harley-Davidson Motor Company, the only major U.S.-based motorcycle manufacturer, produces heavyweight motorcycles and a complete line of motorcycle parts, accessories and general merchandise. For more information, visit Harley-Davidson's Web site at [www.harleydavidson.com](http://www.harleydavidson.com).

