



For Immediate Release
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21st Annual Peninsula Firefighters Burn Relay
Raised Over \$76,000 for the Alisa Ann Ruch Burn Foundation

Bay Area, Calif. – On Thursday September 2, 2010, the SF Police Credit Union (SFPCU) participated in the 21st Annual Peninsula Firefighters Burn Relay. Over \$76,000 was raised to support the Alisa Ann Ruch Burn Foundation (AARBF). The foundation is a California-based nonprofit organization dedicated to preventing burns and fires and providing services to those who have been affected by a burn injury.

"The **SF Police Credit Union** has been involved with the Firefighters Burn Relay for many years. They know how important it is to keep our community safe from burn injuries and support those who have suffered burn injuries. SFPCU is a remarkable organization and the Alisa Ann Ruch Burn Foundation is very grateful for their continued support, " said Jessica Derrick, Director of Development of the Alisa Ann Ruch Burn Foundation.

The relay started at Moffett Field and ended in San Francisco. More than 30 fire trucks and emergency response vehicles participated. This included Fire Departments from Santa Clara, San Mateo and San Francisco counties along with their Fire Unions. At each of their stops on the route they presented money raised from year-long fundraising. There were 17 stops in all, and thousands of spectators lent support.

"SFPCU commits to this very important event every year by being a sponsor and participating to show our support, in hope that one day we will not have any burn victims and these relays won't be needed, " states Darlene Hong, Vice President of Business Development for SFPCU. "For the past 4 years we have co-sponsored the Burn Relay dinner, along with the SF Black Firefighters Association, at the last pit stop. It is our honor to make this commitment to our Fire Family."

The SFPCU, established in 1953, is the trusted primary financial institution exclusively serving First Responders: Law Enforcement, Fire and EMT Agencies. To find out more about the SFPCU services please go to www.sfpcu.org or call 800.222.1391.

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