



2016 FIGHT FOR AIR  
**CLIMB**

**FEBRUARY 27, 2016**  
U.S. BANK PLAZA | MINNEAPOLIS, MN  
**31 FLOORS | 680 STEPS**

## Early Bird Registration Ends in January

Already registered? Don't forget to tell friends, family or coworkers that they can save \$10 by registering before January 8<sup>th</sup> at 11:59 p.m.

On or before January 8:  
\$15 Regular Climb  
On or after January 9:  
\$25 Regular Climb



## WHAT ARE YOU CLIMBING FOR?

As the holidays approach, we are reminded what we are thankful for, but we are also reminded of why we are climbing:  
...for all those who lost their life to lung disease  
...for all those who lost a loved one to lung disease  
...for all those still fighting lung disease

While we are all climbing for a reason, the goal is still the same: **to end lung disease once and for all.** Help us achieve our goal by reminding your family, friends and coworkers what you are climbing for and ask for their support.

## WHY WE CLIMB: KEN'S STORY

I first learned about the **Fight For Air Climb** when my employer became a sponsor. I noticed a firefighter challenge as part of the event. As a firefighter, I found climbing in full fire gear intriguing. Firefighter fitness can be an issue for those with other jobs with differing physical demands. This event was an excellent incentive to train for a specific goal—climbing 31 flights of stairs. In 2009, we sent a team of seven firefighters ranging from 20-50 years old, and we all finished!

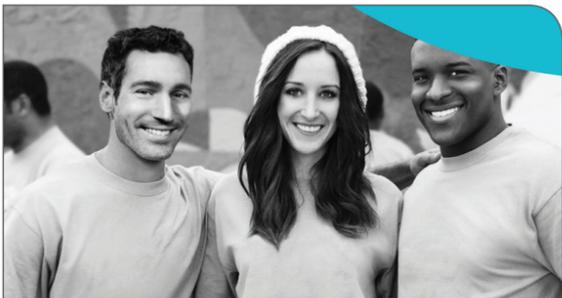


My personal story took a turn before the event when my 81 year-old father had an emergency hernia repair. The repair went great, but he suffered aspiration pneumonia during surgery and ended up on a respirator. With his existing emphysema, he just couldn't clear the fluid to manage without the respirator. After two weeks of increasing challenges, he died. For me, this put the Fight For Air Climb in a new light. The impact of lung disease hit home and inspired me to put more effort into fundraising. By asking my family and friends to donate, I raised over \$4,200! It was really that easy.

Now, we are training for the 2016 Climb. This will be our eighth climb and we have raised over \$54,000. I want to challenge all fire departments to support this event by organizing teams and participating in this worthwhile cause. You'll be in better shape for it, and who knows, it may save your life!

—Ken Bence  
Battalion Chief, Golden Valley Fire Department

**TRAINING CLIMB WILL BE SCHEDULED SOON**  
Information will be sent to registered participants.



## NOVEMBER: LUNG CANCER AWARENESS MONTH

Every five minutes, a woman in the U.S. is told she has lung cancer. And this year, lung cancer will kill more Americans than any other cancer. November is Lung Cancer Awareness Month, a time to bring more awareness to the disease.

This increased attention on this disease doesn't come a moment too soon: lung cancer has been in the shadows for decades, and only one percent of women cite lung cancer as a top-of-mind health risk.

To raise awareness, the American Lung Association launched LUNG FORCE, an initiative that unites women in the fight against lung cancer, encouraging them to raise their voices for change. Through LUNG FORCE, the American Lung Association will invest \$10 million in lung cancer research and \$5 million in increasing public health promotion. Learn more about lung cancer and how to #ShareYourVoice at [LUNGFORCE.org](http://LUNGFORCE.org).



## CLIMBER-IN-TRAINING



As a way of saying "thank you," the first 100 registered participants to raise \$100 will receive a **FREE climber-in-training shirt.**

## FUNDRAISING TIP OF THE MONTH

Remember, all climbers must reach the \$100 fundraising minimum by March 5. Try this month's fundraising tip: Send emails to friends, family and co-workers. Ask them all to donate to your fundraising efforts by using one of the pre-written emails available to you in your participant center or write your own. When the donations begin rolling in, don't forget to thank your donors.

## CALLING ALL CLIMB ALUMNI!

Is this your second, third or even fifth time climbing with us? Show off your support with a Fight for Air Climb Alumni t-shirt for only \$15! Buy your's today at [FightForAirClimb.org](http://FightForAirClimb.org) under "Day of Event."



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