



LAKELAND
FIRE DEPARTMENT



Contact:

Janel Vasallo
Lakeland Fire Department
janel.vasallo@lakelandgov.net
O: (863) 834-8219
C: (863) 860-9011

Paula Creamer
SPCA Florida
pcreamer@scaflorida.org
O: (863) 577-4608
C: (863) 559-2944

For release:

Wednesday, December 6, 2017

**Hot Holiday Gift for a Good Cause
2018 Lakeland Firefighter Calendar to Benefit SPCA Florida**

Lakeland, FL – For a third year in a row, the Lakeland Fire Department (LFD) and SPCA Florida proudly present its Rescued Pets Calendar! The calendar features SPCA Florida rescued pets and buff Lakeland firefighters beautifully photographed with the department's apparatus, at its stations. Each month of the year also features helpful safety tips and information from both organizations.

The high-quality calendars can be purchased for a \$10.00 donation and make the perfect gift for the upcoming holidays. Orders are being accepted online now! The calendars will be available in brick and mortar locations, located below, by December 15, 2017.

Available online at www.scaflorida.org or in person at:

- SPCA Florida campus at 5850 Brannen Road S. Lakeland, FL 33813
- Lakeland Fire Department Administration Building at 701 E Main Street Lakeland, FL 33801
- Wellness Wagon weekly route stops; locations available at <http://www.scaflorida.org/wellness-wagon-1>

Cash and checks are accepted at all sites. Credit cards are only accepted online at www.scaflorida.org and at SPCA Florida's Medical Center, Adoption Center, and Administration buildings.

Partnership for Pets:

A major highlight of the partnership between both organizations has been the *Rescued Pets Calendar*. Proceeds go directly to helping rescued animals in Lakeland.

Last year's calendar was a great success, generating over \$15,000 to pay for the medical care of animals encountered on human emergency scenes by the Lakeland Fire Department and treated at SPCA Florida's Reva McClurg Medical Center. Additionally, the funds raised allowed for the purchase of new animal oxygen masks to replace existing masks for Lakeland Fire Department apparatus.

The annual calendar is a fun and philanthropic cornerstone of the partnership. It is a great way for SPCA Florida to expand on its mission of helping animals while the Lakeland Fire Department can show its compassion and care for all of the living creatures in its community.

Firefighters featured in the calendar and SPCA Florida representatives are available for interviews. Please contact each respective organization's communication contact for more information.

- END -