



MEDIA ADVISORY: 02-10-2017

Richard Sheltra Memorial 10K, 5K & 1 Mile Fun Run

-FOR IMMEDIATE RELEASE-

We are excited to announce the second annual Richard Sheltra Memorial 10K, 5K and 1 mile fun run/walk on Saturday April 29, 2017 in Pineville NC.

When: Saturday April 29, 2017 at 7:30 a.m. Where: Belle Johnston Community Center, Pineville NC

Firefighter Richard Sheltra made the ultimate sacrifice on April 30, 2016 while fighting a 3 Alarm fire in Pineville. Proceeds from this event will benefit the Richard Sheltra Memorial Fund which is designed to purchase new turnout gear and educational expenses as these were two areas of great concern and empathy for Richard.

Leading up to and during the event we welcome any and all press coverage in an effort to help boost attendance. The Public Information Officer, a representative of Anytime Fitness and the Pineville Fire Chief can facilitate your coverage if needed and can be available to assist in promotional stories. On the day of the event, the Fire Chief will be onsite and available to assist you.

Event registration: <https://runsignup.com/Race/NC/Pineville/RichardSheltraMemorial10K5K1MileFunRun>

POC for this release is: Walter Broadhurst, Public Information Officer, Pineville FD (m 704-619-0778) Mike Gerin, Fire Chief, Pineville FD (m 980-333-3446) Audrey Patton, Manager, Anytime Fitness (m 904-982-0383)