



**into  
the fire**

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For Immediate Release

**CRITICALLY-ACCLAIMED DOCUMENTARY  
"INTO THE FIRE" NOW AVAILABLE ON DVD**

*Proceeds to Benefit Local Fire Departments and Fire Service Organizations*

WASHINGTON (March 22, 2007) – The National Fallen Firefighters Foundation (NFFF), in partnership with Fireman's Fund Insurance Company, announced the availability and sale of the "Into the Fire" documentary DVD with proceeds benefiting firefighters and fire service organizations across the country.

The film, as already seen by millions of people on The History Channel®, takes viewers on an inspiring adventure from big city engine companies to small town volunteer fire departments. Presented and funded by Fireman's Fund®, "Into the Fire" captures amazing stories told first-hand by men and women firefighters who have dedicated their lives to protecting others.

"Into the Fire" allows real-life firefighters to describe the daily trials and triumphs of their jobs, from daring urban rescues to deadly battles with massive forest fires. The film offers a rare glimpse inside fire station camaraderie, detailing the humor and fierce loyalty shared by the firefighters of an engine company. While many of their stories recount the thrill of saving a life, just as many are haunted by the victims and colleagues they were unable to save.

"We are pleased to be associated with this outstanding documentary on the fire service," said NFFF Board of Directors Chairman Hal Bruno. "Fireman's Fund should be commended for their efforts to build public awareness about the fire service – and for using this film to help provide firefighters with the equipment they need to do their jobs safely and efficiently."

The "Into the Fire" DVD is available for purchase at [www.firemansfund.com/heritage](http://www.firemansfund.com/heritage) for \$14.99. For each DVD sold on the Web site, seven dollars will be directed to the National Fallen Firefighters Foundation's efforts to provide firefighters nationwide with needed equipment such as thermal imaging cameras. DVD purchasers may elect to direct a portion of this amount (\$5) to their local fire department via a drop-down menu organized by zip code. Fire departments are

**-MORE-**

(Page 2: "Into the Fire" DVD)

also encouraged to send an email to [heritage@ffic.com](mailto:heritage@ffic.com) if they are interested in hosting community screenings of "Into the Fire" or using the DVD as a fundraiser.

Fireman's Fund Insurance Company created the film to raise the nation's awareness about the challenges faced by firefighters. The film is an extension of the company's social mission to support firefighters for safer communities. Since 2004, Fireman's Fund has donated more than \$10 million to more than 300 departments nationwide.

Fireman's Fund is also a major supporter of the NFFF's "Everyone Goes Home" campaign, having donated \$329,000 to help start the program. The campaign's initial activities have resulted in the development of 16 firefighter life safety initiatives and a comprehensive training program sent to every fire department in the country.

### **About National Fallen Firefighters Foundation**

NFFF is a 501(c)(3) non-profit organization created by the United States Congress in 1992 to lead a nationwide effort to remember America's fallen firefighters. Since its inception, the tax-exempt, nonprofit Foundation has developed and expanded programs to honor our fallen fire heroes, assist their families and coworkers and to reduce firefighter fatalities. For more information, visit: [www.firehero.org](http://www.firehero.org).

### **About Fireman's Fund**

Founded in 1863, Fireman's Fund Insurance Company is a premier property and casualty insurance company providing personal, commercial and specialty insurance products nationwide. Fireman's Fund is a member of the Allianz Group (NYSE: AZ), one of the world's largest providers of insurance and other financial services. For more information, visit: [www.firemansfund.com](http://www.firemansfund.com).

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