



**FOR IMMEDIATE RELEASE**

**THE LEARY FIREFIGHTERS FOUNDATION DONATES NEW EQUIPMENT  
TO DETROIT FIRE DEPARTMENT WITH PROCEEDS FROM BURN FILM**

**DETROIT (22 May 2014)** – The Leary Firefighters Foundation (LFF) presented more than \$260,000 worth of new equipment today to the dedicated men and women of the Detroit Fire Department.

Detroit Mayor Mike Duggan and Detroit Fire Commissioner Edsel Jenkins accepted the donation from acclaimed actor Denis Leary this morning at Engine Co. 9 on E. Lafayette in Detroit. Attendees included BURN Directors/Producers Tom Putnam and Brenna Sanchez, BURN Executive Producer Jim Serpico, Detroit Firefighters and participants in the film.

The state-of-the-art fire gear was purchased with proceeds from the highly acclaimed Detroit firefighter documentary, BURN.

“Each time we are blessed with the ability to donate funds which will help the brave and courageous firefighters of this country, we do so with gratitude and admiration,” said Leary. “Every dollar makes a difference. I’ve had the opportunity to meet and spend time with the firefighters featured in our film BURN and I know the circumstances they work under. I sincerely hope this gift can aid them and their fellow firefighters in making improvements on the job.”

Representatives from LFF and BURN worked with DFD officials to identify the gear needed most from manufacturer Mine Safety Appliances (MSA) and DFD’s local supplier Apollo Fire Equipment Company. The donation included Carbon Monoxide Detectors and Thermal Imaging Cameras, purchased through a partnership with MSA.

Inspired by the commitment made by LFF and BURN to the DFD, CMC Rescue Equipment and Kask America independently donated \$15,000 of high-angle rescue gear.

“It is clear from their documentary and generous donation today just how deeply Denis Leary and his partners care for Detroit’s firefighters and firefighters everywhere,” said Mayor Mike Duggan. “The BURN documentary brought to the public’s attention the challenges our firefighters face every day. These donations from the Leary Firefighters Foundation and others do something very real to help them in their life saving work.”

“We are very appreciative for all that the BURN film and The Leary Firefighters Foundation has done to be able to provide this generous gift to our department,” said Detroit Fire Commissioner Jenkins. “Our dedicated crews of men and women who risk their lives each day to serve the citizens of Detroit will make great use of this brand new equipment.”

“BURN is the firefighters’ story, we just helped them tell it,” said Putnam. “From the beginning, we knew we wanted to give back. But we never thought the give would be this big,” Sanchez continued. “When no one wanted to distribute BURN, we worked our tails off to self-distribute it. Independent films rarely make a profit. We made damn sure this one would, so we could make good on our promise to give back. We are eternally grateful to the men and women of the DFD for their tremendous trust and support in making this film.”



### **Denis Leary Hosts BURN screening May 22 @ The Fillmore Detroit**

Denis Leary will host an exclusive homecoming screening of BURN on May 22, at 7:30 p.m. at The Fillmore Detroit, 2115 Woodward Ave. Tickets are \$12.50 in advance online and \$18 at the door. 100% of profits from this screening will go to the Leary Firefighters Foundation to benefit Detroit firefighters. To buy tickets please visit: [Denis Leary Hosts BURN Homecoming 5/22!](#) or [detroitfirefilm.org](http://detroitfirefilm.org).

### **About The Leary Firefighters Foundation**

The Leary Firefighters Foundation provides funding and resources for fire departments to get the best available equipment, technology and training necessary for the health and safety of firefighters and in turn, the public they serve.

Founded in 2000 by actor Denis Leary in response to the 1999 Cold Storage Warehouse fire tragedy in his native Worcester, Massachusetts, LFF has raised more than \$10 million for first responders in Worcester, Boston, New York, New Jersey and New Orleans.

The Leary Firefighter Foundation is a 501(c)(3) nonprofit organization as designated by the Internal Revenue Code. Please visit the Foundation at [www.learyfirefighters.org](http://www.learyfirefighters.org).

### **About BURN**

BURN is an award-winning, action-packed documentary, told through the eyes of Detroit firefighters. Every shift, Detroit firefighters put their lives on the line for the city, resolved they can make a difference. The film was directed and produced by Tom Putnam and Detroit native Brenna Sanchez.

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For Immediate Release  
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**Download "BURN" photos and press materials here: ["BURN" press materials](#)**

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**DENIS LEARY TO HOST EXCLUSIVE SCREENING OF "BURN" DOCUMENTARY  
TO CELEBRATE EQUIPMENT DONATION TO DETROIT FIREFIGHTERS**

*"BURN" PRODUCERS MAKE GOOD ON PROMISE TO GIVE BACK  
TO THE MEN AND WOMEN OF THE DETROIT FIRE DEPARTMENT*

DETROIT (May 15, 2014) — Actor Denis Leary ("Rescue Me," "Draft Day," "Ice Age") will be in Detroit Thursday, May 22 to host an exclusive screening of "BURN," the highly acclaimed Detroit firefighter documentary. The event will celebrate a donation funded entirely by proceeds from the film, which will be presented by the Leary Firefighters Foundation (LFF) earlier that day.

"BURN" Directors/Producers Tom Putnam and Brenna Sanchez and Detroit firefighters will also be in attendance. Leary was an executive producer on the film, with his partner, Jim Serpico.

Visually stunning and passionately told, "BURN" takes audiences closer than they've ever been — into the fires and into the lives of Detroit firefighters. The film explores human struggles, hope and personal courage in the face of overwhelming odds. General Motors was a primary supporter of the film and was highly instrumental in getting the project off the ground, especially in the early stages of development.

"This film showcased the dedication and commitment of Detroit Firefighters in keeping our community safe when facing incredible odds. We honor their spirit and courage each and every day," said Steve Tihanyi, General Director, Marketing Alliances and Branded Entertainment for General Motors.

"BURN" is the firefighters' story, we just helped them tell it," said Putnam. "From the beginning, we knew we wanted to give back. But we never thought the give would be this big." Sanchez continued, "When no one wanted to distribute BURN, we worked our tails off to self-distribute it. Independent films rarely make a profit. We made damn sure this one would, so we could make good on our promise to give back."

Winner of the Audience Award at the 2012 Tribeca Film Festival, "BURN" is directed by Tom Putnam and Brenna Sanchez, and Executive Produced by Denis Leary and Jim Serpico. Denis Leary will host an exclusive screening of the film Thursday, May 22 at 7:30pm at the Fillmore Detroit, 2115 Woodward

Ave., Detroit, MI 48201. Runs 86 minutes. Tickets \$12.50 online, \$18 at the door. Tickets at: [www.detroitfirefilm.org](http://www.detroitfirefilm.org) (cont.)

### **ABOUT "BURN"**

"BURN" is an action-packed, character-driven film about Detroit, told through the eyes of Detroit firefighters. On average, Detroit (population 700,000) sees 30 structure fires per day, while Los Angeles (population 4 million), sees only 11 structure fires per day.

Filmmakers Tom Putnam and Brenna Sanchez (a Detroit native) were given unprecedented access, and their documentary closely tracks the lives of the firefighters over the course of a full year. The film was culled from 1,000 hours of interviews and additional footage, much of it shot during actual fires inside blazing, smoke-filled buildings.

The Hollywood Reporter raved "Although ('BURN' features) plenty of harrowing sequences of actual firefighting that register with a visceral impact, the film's chief emotional power stems from its portraits of several individuals....Despite the sobering situations the film deals with, it nonetheless manages to deliver a hopeful message, thanks to the indomitable spirit and good humor exhibited by its brave subjects." New York Magazine said that "BURN" is "full of some of the most haunting fire footage around... introducing us to some of the toughest guys in the world."

The filmmakers began pursuing the documentary after the 2008 death of Detroit firefighter Walter Harris, and the film is dedicated to him.

Directed, produced, fundraised and self-distributed by Putnam and Sanchez, "BURN" is one of the largest films ever funded entirely through charitable donations. The film's budget was raised through fiscal sponsorships, corporate donations, in-kind donations, Kickstarter, and crew deferrals. With no distribution offer in place following BURN's 2012 Tribeca Film Festival premiere and Audience Award, Putnam and Sanchez released the film themselves. "BURN" broke self-distribution records — the film has screened theatrically in more than 170 cities. Upon its home video release, "BURN" was the #1 Documentary, #1 Indie, and #9 Action Adventure film on iTunes. A portion of profits from the film will always go to the Leary Firefighters Foundation to support Detroit firefighters. For more information, please visit [www.detroitfirefilm.org](http://www.detroitfirefilm.org)

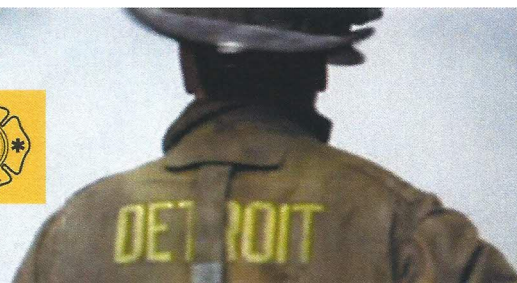
### **ABOUT THE LEARY FIREFIGHTERS FOUNDATION**

The Leary Firefighters Foundation provides funding and resources for fire departments to get the best available equipment, technology and training necessary for the health and safety of firefighters and in turn, the public they serve. Founded in 2000 by actor Denis Leary in response to the 1999 Cold Storage Warehouse fire tragedy in his native Worcester, Massachusetts, LFF has raised more than \$10 million for first responders in Worcester, Boston, New York, New Jersey and New Orleans. The Leary Firefighter Foundation is a 501(c)(3) nonprofit organization as designated by the Internal Revenue Code. Please visit us at [www.learyfirefighters.org](http://www.learyfirefighters.org).

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# BURN



## EQUIPMENT DONATION FACT SHEET

DONATED BY THE LEARY FIREFIGHTERS FOUNDATION WITH PROCEEDS FROM THE HIGHLY ACCLAIMED DETROIT FIREFIGHTER DOCUMENTARY, BURN.

**14** DONATED

### MSA EVOLUTION 6000 THERMAL IMAGING CAMERA



The Thermal Imaging Camera (TIC) is a vital tool that helps firefighters to make quick, strategic decisions in the midst of unpredictable circumstances. It provides the firefighters with thermal pictures of the environment around them by picking up the emitted energy of heat. Thermal Imaging Camera can quickly identify hot spots in the fire, show increased dangers within the environment and help with the search and rescue of individuals.

**14** DONATED

### MSA EVOLUTION 6000 TIC VEHICLE KIT



The Thermal Imaging Camera Vehicle Kit provides a charging cradle that mounts within the truck and includes two rechargeable batteries along with a retractable lanyard and carabiner.

**35** DONATED

### MSA ALTAIR FIRE CO GAS DETECTOR



The Carbon Monoxide (CO) Detector is a small, lightweight unit that alerts firefighters to possible CO poisoning. CO units are important for all first responders to have in their medical bag because they can be used in multiple situations, including: fire scenes and when encountering a non-responsive victim.

**16** DONATED

### MSA INSTRUMENT CALIBRATION KIT



The Instrument Calibration kit includes accessories needed to test the Carbon Monoxide Detector daily and calibrate it monthly.

Inspired by the commitment made by The Leary Firefighters Foundation and BURN to the Detroit Fire Department, **CMC Rescue Equipment** and **Kask America** independently donated \$15,000 of high-angle rescue gear – including, helmets, ropes, pulleys and harnesses.