



Fire Department

September 4, 2015

**Mark Rohlfing**  
Chief

**Gerard Washington**  
Assistant Chief  
**Daniel Lipski**  
Assistant Chief  
**Daniel Berendt**  
Assistant Chief

Contact: Lt. William Paulin  
Milwaukee Fire Department  
Director Community Relations  
414-397-8494  
[Mfd-dir-cr@milwaukee.gov](mailto:Mfd-dir-cr@milwaukee.gov)

## MEDIA ALERT

### Milwaukee Fire Department & On Purpose Journey Inc. Books for Bravery and Standing for the Fallen 9/11 Memorial Events

**WHAT:** The Milwaukee Fire Department has partnered with On Purpose Journey Inc., a nonprofit organization dedicated to the well-being of members of all of the protective services. On September 11, 2015, two unique events will occur in support of this effort.

**WHO:** Deputy Chief Aaron Lipski, Milwaukee Fire Department  
([alipski@milwaukee.gov](mailto:alipski@milwaukee.gov)) (414-406-4192)

**WHEN:** Friday September 11, 2015  
Books for Bravery Kickoff @ 10:00 am  
Standing for the Fallen 9/11 Memorial Event from 05:00-09:00 pm

**WHERE:** Books for Bravery Kickoff @ Engine 2 Quarters (711 W. Wells)  
  
Standing for the Fallen 9/11 Memorial Event @ War Memorial Center (750 N. Lincoln Memorial Drive – Veterans' Gallery / Veterans' Courtyard / Fitch Plaza – the majority of the activity will be outside)

#### DETAILS:

#### BOOKS FOR BRAVERY

Teams of Firefighters from around the Milwaukee area will partner with area Law Enforcement Officers and Military Service Members and Veterans to deliver personal copies of the book, The Little White Truck with the Big Mission, to 14 fifth-grade classrooms within Milwaukee County.

The Little White Truck with the Big Mission is an age-appropriate patriotic tale as told through the eyes of the pick-up truck used to travel to New York City following 9/11 to retrieve a section of steel from the World Trade Center and bring it back to the War

Memorial Center. The book is based upon an actual journey and mission undertaken by a retired Milwaukee Fire Department Battalion Chief and a Vietnam Veteran. It is critical that we teach our youth about these tragic events so they are not forgotten; these students were not even alive when the attacks occurred.

The delivery teams will communicate and demonstrate a message of Unity and Community against the backdrop of honoring and remembering those who serve: Firefighters, Law Enforcement Officers, and Military Service Members and Veterans.

***NOTE: Following the 10:00am press conference at 7<sup>th</sup> & Wells, members of the press will be allowed to follow one of the delivery teams to their first school, an MPS school west of downtown – releases and approvals have been secured from MPS to allow this***

## **STANDING FOR THE FALLEN**

This year, we have reimagined how we will honor the fallen from the Fire Department of New York (FDNY), the New York Police Department (NYPD), and the Port Authority of New York (PANY). Importantly, we will also be honoring the nearly 200 Military Service Members who died in the attacks on the Pentagon and those born in Wisconsin who have been killed in action in the numerous military conflicts that have occurred in response to the 9/11 attacks.

Multiple local agencies are collaborating to make this a successful memorial: the Milwaukee Fire Department, Milwaukee Police Department, Elm Grove Fire Department, Greendale Fire Department, Greenfield Fire Department, Greenfield Police Department, Northshore Fire Department, Bayside Police Department, Oak Creek Fire Department, Wauwatosa Fire Department, West Allis Fire Department, and the West Allis Police Department [as of this release, there are still other agencies joining up who may not be included]

We want to make sure that the general public knows that they are invited to stand with us for the fallen. This event will be a solemn, dignified opportunity for the general public to reflect on the losses that we all suffered. The event is open to all and is free of charge; ***FREE PARKING is available for the Standing for the Fallen Event in the surface lot on the north side of the War Memorial Center.*** People are welcome to come at any point throughout the evening and to stay for as little or as long as they would like.

While we will be following a general timeline, this will not be a 'program' in the traditional sense – rather, this will be an opportunity for quiet reflection interspersed with respectful and patriotic performances by musical guests such as the Milwaukee Symphony Orchestra's Brass Quintet, the Greater Milwaukee Fire & Police Pipes and Drums, the Milwaukee Public School's High School of the Arts Vocal Jazz Ensemble, guitarist/vocalist Michael Sean, as well as a few others. Throughout the evening, members of each protective service will read the names of all of the fallen. Numerous dignified artistic displays will be set up to honor the fallen.

## **WE ARE ONE T-Shirt and Challenge Coin Fundraiser**

To fund the Books for Bravery book printing and the material costs associated with the Standing for the Fallen event, multiple Fire Departments are selling specialized WE ARE ONE t-shirts (each with their FD logo on the front):

- Greendale FD
- Greenfield FD
- Milwaukee FD
- Northshore FD
- Oak Creek FD
- Wauwatosa FD

Each t-shirt is \$20, Each Challenge Coin is \$15; purchased together, the cost is \$30 total for a \$5 savings. These shirts have been authorized for the Milwaukee and other participating Fire Department members to wear as their duty uniform shirt for the entire month of September.

We would LOVE to see as many members of the public wearing these WE ARE ONE t-shirts to the event as possible. The Milwaukee Fire Department has these t-shirts for sale at the following locations (CASH ONLY):

- Engine Company 2 – 755 North James Lovell Drive (downtown)
- Engine Company 12 – 2130 West Oklahoma Avenue (south side)
- Engine Company 24 – 4927 West Fiebrantz Avenue (north side)

The t-shirts for ALL of the participating Fire Departments and Challenge Coins can also be purchased directly online at Paul Conway Shields:

[fire.paulconwayshields.com](http://fire.paulconwayshields.com). The WE ARE ONE items are right on the Featured Products page in the FIRE area.