



"LADDER 49" SCREENING ANNOUNCED

Mayor Martin O'Malley today joined Fire Chief William J. Goodwin, Jr. and Kevin Plank, CEO & Founder of Under Armour Performance Apparel and Chairman, Baltimore City Fire Foundation, to announce the full schedule of events leading up to, and including, the Baltimore screening of Touchstone and Beacon Pictures' film "Ladder 49."

Filmed in Baltimore, "Ladder 49" is a true-to-life drama about the brave firefighters and their families of the Baltimore City Fire Department. The film stars John Travolta as Fire Chief Kennedy and Joaquin Phoenix as the young firefighter Jack Morrison. The movie is scheduled to open at theaters nationwide October 1st.

"'Ladder 49' is a powerful depiction of the lives of firefighters in Baltimore City and throughout our nation," said Mayor Martin O'Malley. "Our heroes perform extraordinary acts of courage everyday on the job, and 'Ladder 49' reminds us that our heroes are also human. Baltimore City was proud to be selected as the location for 'Ladder 49' and honored to host this special screening to benefit the Baltimore City Fire Foundation."

On Sunday, September 26, 2004, the Baltimore City Fire Department will honor the individual and collective acts of bravery, heroism and dedication at the Medals Day Ceremony. Mayor O'Malley, Chief Goodwin and stars from the film will present the honorees with their awards. The ceremony is open to all members of the Fire and Police Department, staff, family members and friends of the recipients.

"The Baltimore City Fire Department was proud to be chosen to represent all fire departments throughout the country," said Fire Chief Goodwin. "The impact of this production with the participation of our members, in our city, will highlight the superior job that our men and women do every day." On Monday, September 27, 2004 there will be a pre-screening reception followed the screening of the film at 8 p.m. at the historic Senator Theater. Monday's event, sponsored by Touchstone Pictures, will be attended by the film's stars Joaquin Phoenix, John Travolta, Jacinda Barrett, Robert Patrick, Balthazar Getty, Billy Burke, Tim Guinee, Kevin Daniels, and Kevin Chapman. Individual tickets are available for \$200 per person and corporate benefactors are also welcome. All proceeds will benefit the Baltimore City Fire Foundation.

"The Baltimore City Fire Foundation was created to keep Baltimore safe from fire, injury and terrorism in ways not possible during these difficult economic times," said Kevin Plank, chairman of the Baltimore City Fire Foundation and president and founder of Under Armour Performance Apparel. "The events surrounding this week's Ladder 49 screening are an excellent way for the surrounding community to come together, get involved and express their gratitude for the work of these strong, courageous men and women."

"We are all really excited to have the privilege of hosting this special screening of 'Ladder 49' at The Senator Theatre," said owner Thomas Kiefaber. "It's terrific for Baltimore City that this high caliber movie was filmed here and it sure seems that the stars enjoyed the experience because they are now coming back to town to attend this event at The Senator to benefit the Baltimore City Fire Foundation."

Tuesday, September 28, members of the Baltimore City Fire and Police Departments, members that participated in the making of the movie, and invited guests will attend a Public Safety Screening of "Ladder 49." The Baltimore City Fire Foundation is a non-profit organization designed to assist the Fire Department in keeping Baltimore safe from fire, personal injury and terrorism in ways not otherwise possible. The foundation provides an opportunity for local businesses, philanthropic community and private citizens to partner with the Fire Department to provide more effective services for the people of Baltimore. September 26 is the annual Firefighter-Paramedic Appreciation Day and the Fire Department will utilize this weeklong series of events to continue to educate the Public about Fire Prevention efforts.