

# Rocky Mountain News

## **SOUND THE ALARM! HOTTIES ON PARADE**

**Penny Parker, Rocky Mountain News, March 19, 2004**

Get fired up, the calendar's coming back.

And I'm not talking about the all-girl Broncos or Nuggets calendars. These guys (with an occasional girl) are the hottie heroes who serve as firefighters in Colorado. After a column I wrote last summer, lamenting the fact that the sponsors had doused the calendar for 2004, savvy marketing mavens Kate Varden and Kirsten Hamling took up the cause and wrapped their hoses (so to speak) around the project.

So count on a 2005 Colorado Firefighters Calendar on your Christmas gift list.

Varden and Hamling have opened up the calendar casting call to include all full-time firefighters throughout the state. Submission packets will hit fire stations next month.

Local media types (me included, yippee!) will judge the finalists.

"It does ignite excitement," Varden said, not intending the pun. "It's a great cause and a fun project."

The do-gooder girls hope to have the calendar on store shelves in October. They plan to print 10,000 copies, with proceeds from the sales going to the Children's Hospital Burn Unit.

If you're interested in a sponsorship, call Hamling at 303-520-8733. They need one corporate sponsor at the \$20,000 level, and 12 monthly sponsors at \$1,500 each.