

PRESS RELEASE

Of interest to editors and journalists covering:
Police/Fire/Rescue, NonProfit/Fundraising, Books/Publishing, CA News

Firefighter Support Groups Receive Fund-Raising Boost!

LOS ANGELES, Calif. - October 12, 2004 /Send2Press Newswire/ -- Firebomber Publications (www.firebomberpublications.com) announced a new strategic partnership today with Emergency Training Associates (ETA) designed to provide expanded fund-raising capability to organizations that support firefighters.

"Firebomber Publications donates 50% of the profits from sales of Firebombers Incorporated products to organizations that support the families of injured and fallen firefighters," said Firebomber Publications owner Michael Archer. "This agreement with ETA will produce a very powerful partnership towards this end. By employing ETA's websites, even the smallest association, fire department or charity can now reach a vast community of firefighters and their supporters."

"ETA has agreed to provide a 25% commission for the first two novels in the Firebombers Incorporated saga ('Firebombers Incorporated' and the newly-released sequel, 'Firestorm') while also providing a commission of up to 10% on many other items on the ETA websites to qualified firefighter support organizations who join this program as affiliates," stated Lou and Joe Jordan (President and Vice-President, respectively, of ETA).

"This program removes virtually all of the burden from organizations that join," Michael Archer asserted. "ETA takes care of sales processing, shipping, storage, and returns. This relieves firefighter support organizations from the need to order and stock books, handle receipts, deal with damaged/returned books, and all the other negatives usually associated with fund-raising ventures. The only effort required of the affiliate is creating a link from their webpage to ETA's websites, after which they automatically start earning money from sales at their website!"

*(Photo: <http://www.firebomberpublications.com/fb2.jpg>)

"Another plus: Firebomber Publications will not offer 'Firestorm' to mainstream bookstores, like Amazon.com, Barnes & Noble, and Borders, until January 2005," Michael Archer added. "This gives any ETA affiliate virtually no bookstore competition through the lucrative 2004 Christmas season! In these financially difficult times, this offers firefighters' families some relief."

About ETA

Emergency Training Associates is the parent company that owns and operates 4 divisions, all serving the Emergency Services Community. EMSBooks, FirehouseBooks, EmergencyTees and FirehouseFoods have grown into specific divisions of ETA over the years. Website: <http://www.emergencybookstore.com>

About Firebomber Publications

Firebomber Publications is a small press dedicated to providing exciting firefighting fiction to the general public. Firebomber Publications donates 50% of the profits from sales of the "Firebombers Incorporated" product line to organizations that support the families of injured and fallen firefighters. Website: <http://www.firebomberpublications.com>

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/Note to editors: ProfNet profile available for Michael Archer./

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