



WHAT IS THE STAIR CLIMB?

9/11 Memorial Stair Climb events are a tribute to the 343 firefighters who gave their lives during the tragic events at the World Trade Center on September 11, 2001.

Members of the community are invited to climb the equivalent of 110 stories - the height of the fallen World Trade Center towers - on the steps of Lambeau Field. Each climber is given a badge with the name and photograph of one of the fallen firefighters to symbolically complete the climb with one of the fallen.

At the equivalent of the 78th floor of the World Trade Center towers, which is the highest floor firefighters reached on 9/11, each climber rings the fire bell in honor of the fallen firefighter on their badge. The Stair Climb is not a timed race and participants can climb to any desired level. An adult or guardian must accompany minors who participate.

Congress created the National Fallen Firefighters Foundation in an effort to honor America's fallen firefighters. Since 1992, the non-profit foundation has developed and expanded programs to support that effort. The organization's mission is to honor and remember America's fallen fire heroes, provide resources to assist their survivors in rebuilding their lives, and work within the Fire Service Community to reduce firefighter deaths.



Learn more at piercemfg.com/climb



REFLECT. RESPECT.
WITH EVERY STEP.

9/11 MEMORIAL STAIR CLIMB

Saturday
Sept. 11, 2021

Lambeau Field | Green Bay, WI

piercemfg.com/climb



20TH ANNIVERSARY

9/11

MEMORIAL
STAIR CLIMB

A significant part of the Pierce legacy focuses on giving back to the community and fire industry. Pierce hosts the 9/11 Memorial Stair Climb annually at Lambeau Field in Green Bay, WI. As we remember America's fallen fire heroes, we raise proceeds for the National Fallen Firefighters Foundation to assist their survivors in rebuilding their lives, and reduce firefighter deaths within the Fire Service Community.

The Stair Climb starts and finishes at the Kwik Trip Gate, located on the northwest end of Lambeau Field. The climb route is one full lap of the Lambeau steps. To ensure a smooth and safe event, climb start times are implemented in waves. Pre-register early, waves are filled on a first-come first-serve basis. Each wave will consist of 343 climbers.



CLIMB DATE

Saturday, September 11, 2021

LOCATION

Registration/Climb Entrance:
Kwik Trip Gate, Lambeau Field

PARKING

Lot 6, Lambeau Field
S Ridge Road, Green Bay, WI 54304
(across the street from Lodge Kohler)

*REGISTRATION FEE

\$30/participant through July 4th
\$35/participant July 5th – August 29th
\$40/participant August 30th to climb

**Pre-registrants will receive an event t-shirt.
Climbers who register on-site are not guaranteed a t-shirt.
All climbers will receive an honor badge.*

Schedule

FRIDAY, SEPTEMBER 10

4:00 PM - 7:00 PM

On-site Registration/Pre-check-in

Skip the lines Saturday morning. If you haven't pre-registered for the climb online, please register at the 'Registration' tent.

Check-in and pick up your badge, entrance wristband, and Stair Climb t-shirt at the 'Check-In' tent. Spectators must obtain a stadium entrance wristband and are encouraged to donate at the 'Check-In' tent. You can proceed directly to the stage upon arrival Saturday morning.

SATURDAY, SEPTEMBER 11

8:00 AM

On-site Registration/Check-in

If you have not pre-registered, register at the 'Registration' tent. Pre-registrants and spectators can check-in at the 'Check-In' tent if not done so the previous night.

9:00 AM

Opening Ceremony

Join us for the Presentation of the Colors, National Anthem, and a prayer. You will also hear a few words from a representative from the Green Bay Metro Fire Department and Pierce Manufacturing. Climbing safety guidelines and wave instructions will be announced prior to the bagpiper procession into the stadium.

9:30 AM

Start of the Climb (approximate)

Wristbands will be colored-coded to correlate with each wave. Listen for the announcer to call your wave/color. Each wave will consist of 343 climbers.

Live, on-stage entertainment will be provided for climbers and supporters near the Kwik Trip Gate.

9:30 AM: Wave 1 10:00 AM: Wave 4

9:40 AM: Wave 2 10:10 AM: Wave 5

9:50 AM: Wave 3 10:20 AM: Wave 6

Additional waves will be added as needed.

12:30 PM - 2:30 PM

End of the Climb (approximate)