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TV Show Generates National Awareness For Tunnel To Towers Run

For The Love Of Their Brother

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The 4th Annual Tunnel To Towers Run in New York City drew a record number of participants in New York City last Sunday, September 25, 2005. According to Frank Siller, Tunnel To Towers Chairman, applications were up 30 percent. This year about 12,000 people retraced the steps of Stephen Siller, a 9/11 hero. "It's amazing that so many people from all over America now know Stephen's story and it's all thanks to ***For The Love Of Their Brother,***" said Siller.

For The Love Of Their Brother is a heart warming half-hour documentary tells the story about the Stephen Siller, a fallen firefighter and 9/11 hero, and how the Siller family coped with the loss of their youngest brother. With more than 2,000 people in attendance, ***For The Love Of Their Brother,*** premiered at the World Financial Center Winter Garden the night prior to the Run. It also aired on over 300 public television stations across the country this month, with an estimated two million viewers.

The older Siller siblings are now continuing their legacy of love by their annual Tunnel to Towers Run, which follows the route Stephen took when the off-duty firefighter grabbed his gear and ran through the blocked Brooklyn Battery Tunnel to get to the World Trade Center, where he subsequently perished. The program is produced by 3 Roads Communications, a Washington DC based TV production company, and hosted by New York City native, actor John Turturro. www.fortheloveoftheirbrother.com

Former Mayor Rudy Giuliani, Senator Charles Schumer, Tony Danza, CBS ***Survivor*** champion, Tom Westman and "The Singing Cop," Danny Rodriguez participated in Tunnel To Tower ceremonies. "I can't tell you the admiration I have for the Siller family. You've done something here that really captures the spirit of our heroes on Sept 11th," said Giuliani. "Stephen and his colleagues, their bravery, their professionalism...because of the way they acted, they saved the spirit of America. And you (here today) are fulfilling exactly the reason that Stephen ran through the tunnel."

3 Roads Communications TV crews were at the events to capture footage for an updated version of ***For The Love Of Their Brother*** next year. Russ Hodge, President of 3 Roads was master of ceremonies for the Tunnel To Towers Run, which was broadcast live on WCBS Television.

This year \$100,000 of the money raised by The Tunnel To Towers Run is earmarked for victims of Hurricane Katrina. The Run has generated over a million dollars for charities including the New York Foundling Home, The New York Burn Center, Fallen Hero's Foundation and the Freedom Alliance Scholarship Fund.

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