

**FOR IMMEDIATE RELEASE**

## **JVCKENWOOD Canada Awards \$10,000 Grant of Kenwood Communications Equipment to Seymour Arm First Responders Society**

**Mississauga, ON** (January 6, 2021) – JVCKENWOOD Canada Inc. is proud to announce that Seymour Arm First Responders Society (SAFR) has been awarded the second Kenwood Cares grant of 2020. This will mark the first time that the Grant has been awarded twice in one year, with the decision to do so coming in the wake of the pandemic and the impact on donations to non-profit organizations. The initiative garnered over 40 submissions, a new record for the program.

“This grant is a game changer for the Responders as they are the only medical emergency team within the community,” said Paula Salamandyk, Secretary for the SAFR. “The radios will enable our team to respond immediately to medical emergencies, and they will now have radio contact with all outside emergency support services. The entire community of Seymour Arm joins with the First Responders in thanking JVCKENWOOD Canada and Vella Radio for this life changing gift.”

SAFR operates primarily in the remote area of Shuswap in British Columbia, and specifically in the Seymour Arm area, an off-grid community with no other medical facilities and limited mobile service.

“JVCKENWOOD Canada is pleased support the Seymour Arm First Responders with the Kenwood Cares Communications Support Grant”, said Wilfried Mulder, National Sales Manager, Public Service Division, Dealer Sector at JVCKENWOOD Canada. “It was clear in their submission that due to lack of cell phone coverage in their remote interior BC community that two-way radio is their only reliable communications option. This grant will enhance the response time of the local volunteer group when working with their mutual aid partners.”

Authorized Kenwood Dealer Vella Radio in Salmon Arm have offered their support in technical system services, including providing a digital repeater on their network. The SAFR have selected the Kenwood NX-5200K3 as their radios of choice with its rugged capabilities and multi-protocol system support.

“The fine people at JVCKENWOOD Canada made a really great choice in determining who would win this \$10,000 worth of Kenwood equipment,” said Jack Valgardson from Vella Radio. “The volunteers at SAFR have done a remarkable job over the years with very limited resources, and this grant will ensure that they continue to serve their community better than ever. We are more than happy to provide any support we can to this cause.”

#### **About JVCKENWOOD Canada Inc.**

JVCKENWOOD is a merger of two iconic consumer electronics brands, JVC and Kenwood. JVCKENWOOD Canada Inc. is a subsidiary of JVCKENWOOD Corporation, a global manufacturer specializing in Automotive, Media and Professional System Solutions. JVCKENWOOD creates excitement and peace of mind, while aiming to become a business group that is widely trusted by society. For more information, visit [www.ca.jvckenwood.com](http://www.ca.jvckenwood.com).

#### **About Seymour Arm First Responders Society**

The Seymour Arm First Responders (SAFR) were formed in 2014 to offer emergency medical assistance to the community of Seymour Arm. They are the only on-site emergency medical team in Seymour Arm. Since their inception, they have responded to hundreds of medical emergencies within the community and on the lake. They provide necessary support until ambulance (air or land depending on severity of medical issue and road conditions), coast guard or other medical professionals can arrive on scene.

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