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FOR IMMEDIATE RELEASE

JVCKENWOOD Canada Awards Paint Lake Volunteer Fire Department \$10,000 in Communications Products with KENWOOD Cares Grant

MISSISSAUGA, ON – JVCKENWOOD Canada Inc. is proud to announce Paint Lake Volunteer Fire Department (PLVFD) as the 2021 recipient of the KENWOOD Cares grant, which awards a non-profit volunteer organization with \$10,000 in KENWOOD communications equipment each year.

Located approximately 30 km south of Thompson, Manitoba, Paint Lake is a hotspot for outdoor adventurers. For over 25 years, PLVFD has been serving the residents, businesses, and seasonal campers in Paint Lake Provincial Park and surrounding area. PLVFD also works in cooperation with Thompson Fire & Emergency Services' HELITAC through a mutual aid agreement.

"We operate a command vehicle and two fire trucks, using pumps that draw water from Paint Lake and Liz Lake in order to action fires. Our relay system to do this has been through visual hand signals to indicate operations, a process often impaired by natural obstacles, smoke, darkness, and the actual noise from the pumps," said Stephen Barlow, Deputy Fire Chief, Paint Lake Volunteer Fire Department. "The radios that we receive through this grant will greatly improve our communication on the fire line. We are honoured and grateful for the grant we are receiving from KENWOOD to purchase VHF handheld radios."

PLVFD was selected as the winner after the JVCKENWOOD team thoroughly reviewed a diverse and inspiring group of applications from across Canada. This is the seventh year

that JVCKENWOOD Canada has coordinated this program, and applications from volunteer organizations across the country continue to grow each year.

“Volunteer first responder organizations such as the Paint Lake Fire Department fill critical roles in many communities,” stated Wilf Mulder, National Sales Manager, Dealer Sector. “We were impressed with their application and are pleased to support their community safety efforts.”

The KENWOOD radio equipment will be configured by Prairie Mobile Communications, an authorized KENWOOD dealer serving the two-way radio needs in Paint Lake and across the province of Manitoba. The company was founded over 50 years ago in Brandon, Manitoba, and has grown to be one of the largest KENWOOD authorized dealers in Canada.

“We are thrilled that Paint Lake Volunteer Fire Department has been selected as the 2021 KENWOOD Cares grant recipient. It is our honour to support them in upgrading their communications equipment,” said Kimberley Bishop, President at Prairie Mobile Communications.

Applications are now open for the KENWOOD Cares grant program. JVCKENWOOD Canada will again be awarding a Canadian volunteer emergency organization with a communication system support grant valued at \$10,000 in equipment. The submission deadline is January 31, 2022. For full details, please visit www.kenwoodcares.ca.

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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.

About Paint Lake Volunteer Fire Department

For over 25 years, Paint Lake Volunteer Fire Department (PLVFD) has been serving the residents, businesses, and seasonal campers in Paint Lake Provincial Park and surrounding area. PLVFD also works in cooperation with Thompson Fire & Emergency Services' HELITAC through a mutual aid agreement. The volunteers also support the Paint Lake Cottage Owners Association, promoting fire safety and community spirit.

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