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**Attention News & Assignment Editors**

## **Local Media Group Receives Provincial Fire Safety Award**

**NORTH BAY - June 5, 2009** – Each year the Ontario Fire Marshal's Office encourages fire departments across the province to nominate an individual or organization which has made a significant contribution to improve the level of fire safety in the community. This year North Bay Fire & Emergency Services nominated Rogers Radio, '102 the Fox, EZ Rock and 600 CKAT' for their partnership with our local fire department and Risk Watch Injury Prevention Coalition. In 2008, Rogers Radio donated over \$40,000.00 of free advertising and promotion of 'injury prevention' messages which aired over 50 times per month on the three sister stations. As well, they attend and sponsor special events throughout the year and promote fire department activities and safety messages through their website.

As a result of the nomination Rogers Radio was selected as the winner of this prestigious award in the 'media' category. On Wednesday June 3<sup>rd</sup>, Fire Chief Grant Love and representatives from Rogers attended the awards ceremony in Toronto which honoured various groups and individuals from across the province.

The impact of this relationship with Rogers is that injury prevention and fire safety messages are being distributed to a larger audience," said Ontario Fire Marshal Pat Burke. "As a trusted and credible news source, Rogers is affecting positive change in North Bay."

The diverse group of award winners included business leaders, organizations and media outlets that made significant contributions to fire safety and injury prevention in their communities. Among the award recipients were seven children whose quick actions helped to avert potentially life-threatening situations.

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