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FOR IMMEDIATE RELEASE

JVCKENWOOD Canada Awards Search and Rescue Dog Association of Alberta \$10,000 in Communications Products with KENWOOD Cares Grant

MISSISSAUGA, ON – JVCKENWOOD Canada Inc. is proud to announce the Search and Rescue Dog Association of Alberta (SARDAA), based in Edmonton, as the most recent recipient of the KENWOOD Cares grant. The grant program, which has awarded over \$110,000 since launching in 2014, awards a non-profit volunteer organization with \$10,000 in KENWOOD communications equipment. SARDAA is the first KENWOOD Cares recipient based in the Province of Alberta.

The Search and Rescue Dog Association of Alberta was founded in 1989 with a mandate to train and deploy dog-and-handler teams on search and rescue missions within the province of Alberta, and beyond. SARDAA responds to official callouts from agencies such as Edmonton Police Service, RCMP or fire departments. From 1991 to 2023, SARDAA teams participated in over 300 searches, with many documented successes.

“The Search and Rescue Dog Association of Alberta is grateful to JVCKENWOOD Canada for providing us with this generous grant. With approximately 30 members, this grant will allow us to upgrade our radio inventory so that every member will have access to the use of a radio,” said Lisa Irving, President, Search and Rescue Dog Association of Alberta. “This enhanced radio capacity will increase the safety of our teams both in training scenarios and when responding to search calls. Further, this grant will help us continue to serve our community in the most safe and efficient manner possible. Thank you, JVCKENWOOD!”

SARDAA was selected as the winner after the JVCKENWOOD team thoroughly reviewed a diverse and inspiring group of applications from across Canada. This is the 11th KENWOOD Cares grant awarded since the program began in 2014.

“Search and Rescue Dog Association of Alberta is a valued volunteer organization providing a critical service in the Province of Alberta. We are pleased to enhance their response capabilities with this grant award,” stated Wilf Mulder, Vice President, Safety & Security Division at JVCKENWOOD Canada.

The KENWOOD radio equipment will be configured by WCI Whyte Communications, a Division of the Prairie Mobile Group, serving Edmonton and surrounding region.

“We are thrilled that the Search and Rescue Dog Association of Alberta has been selected as a KENWOOD Cares grant recipient. It is our honour to support them in upgrading their communications equipment,” said Kimberley Bishop, President of the Prairie Mobile Group of Companies.

Applications are 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 June 30, 2023. 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 Search and Rescue Dog Association of Alberta

Established in 1989, the Search and Rescue Dog Association of Alberta is a volunteer, non-profit group of dogs, handlers and field techs who serve the community in times of emergency or disaster. SARDAA offers its self-sufficient, volunteer services in areas such as urban search, cadaver, and water search, and in disaster search incidents. For more information, visit <https://sardaa.ca/>.

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