



FOR IMMEDIATE RELEASE

January 25, 2019

TNRD RECEIVES \$275,000 TOWARDS FIRE HALL REPLACEMENT IN LOON LAKE

[Fraserway RV](#) has announced that it will be allocating \$275,000 towards the replacement of the fire hall in Loon Lake. The fire hall was destroyed during the 2017 Elephant Hill wildfire and was a critical piece of infrastructure for the community.

As part of the [Adventurer Group](#), Fraserway RV ran a [fundraising campaign](#) to help rebuild communities that were affected by the wildfires of 2017. With the original goal set to raise \$500,000 in just five weeks, they ultimately raised a total of \$670,000.

"I want to thank everyone involved from customers, employees and supporters who made this possible," says James Epp, President of the Adventurer Group. "I am humbled by the overwhelming support and how our goal was surpassed. We also acknowledge that the losses are still a tragic reality and understand that there is still work to be done to fully rebuild these communities and services."

The Adventurer Group raised these funds by:

- Donating \$1,500 from every RV sold in BC
- Donating 10% of retail parts sold
- Donating 10% of retail rental bookings from our BC. rental locations
- Donating \$750 from every RV sold at any of our seven dealerships outside of BC
- Offering a \$1,000 credit on an Adventurer Group Cash Card for evacuated or displaced residents purchasing an RV
- Matching donations dollar-for-dollar by 800+ employees within the Adventurer Group



Photo courtesy The Adventurer Group

"We are happy to be a small part of the rebuilding initiative and without the tireless work of organizations that we support the end result of our collective efforts would simply not be possible. We thank the various organizations along with their employees, volunteers and supporters for providing essential and community services while ensuring that these funds will be efficiently and effectively managed," said Amanda Henschell, campaign spokesperson for the Adventurer Group.

In addition to the Loon Lake fire hall, the funds are being allocated towards community Food Banks, the Samaritan's Purse, Canadian Red Cross, Secondary Breakfast programs in Clearwater and Barriere, along with \$20,000 to match funds raised to replace a fire truck in Cache Creek.

There is still \$80,000 yet to be designated, so communities with a tangible project directly related to the 2017 wildfires are encouraged to contact Ruth at firerelief@adventurergroup.com for an application.

For more information, contact Amanda Henschell, Marketing Manager by phone at 604-850-1976 or by email marketing@fraserway.com.

MUNICIPALITIES: Ashcroft | Barriere | Cache Creek | Chase | Clearwater | Clinton
Kamloops | Logan Lake | Lytton | Merritt | Sun Peaks

ELECTORAL AREAS: "A" "B" "E" "I" "J" "L" "M" "N" "O" "P"