



## CAA Public Safety Services Gets Financial Boost

For Immediate Release – 17/12/02

The Canadian Avalanche Association (CAA) today announced a significant new partnership with Janod Inc. and Vertec Contractors Inc., mountain construction specialists for snow and rock stabilization, to support the CAA's public service activities. Janod and Vertec's generous \$30,000 contribution will cover production and distribution costs of Avalanche News, the CAA's quarterly publication devoted exclusively to avalanche safety issues and help pay for the CAA's Public Avalanche Bulletin.

"This is a wonderful example of a partnership between industry and the non-profit sector that's good for western Canadians, the avalanche industry, and every Canadian who enjoys winter recreation in our mountains," celebrates Clair Israelson, CAA Managing Director. "Thank you, and welcome to the family, Janod & Vertec!"

Following last year's withdrawal of provincial government support, the CAA has been struggling to keep these essential public service programmes alive. The Public Avalanche Bulletin, an avalanche warning report for recreation in western Canada, costs \$87,500 annually. With this contribution from Janod and Vertec, the CAA's public bulletin is now only \$14,000 short of breaking even this winter. Says Bill Mark, CAA President "This is great news for back country users in mountain communities across western Canada, and the Canadian avalanche safety community from coast to coast".

"We got word last fall that the CAA's newsletter and public bulletin programmes needed help", explains Peter Perreault, Vertec's Executive Vice President. "Janod and Vertec are two companies who are recognized internationally for our public safety products and expertise in the mountains. It just made sense for us to get involved. We think that Vertec, Janod and the CAA offer superior safety in the mountains, so we're a natural fit!"

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