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## **Helping Those in Need!**

Pickering, ON, May 6, 2010 - Emergency Preparedness Week is held annually the first week in May. A Memorandum of Agreement between the Pickering Fire Services and Canadian Red Cross was signed at a ceremony on May 5th at Pickering Fire Services Headquarters, Hall 5, 1616 Bayly Street. Although emergency preparedness is the responsibility of all citizens, the Pickering Fire Services and the Canadian Red Cross took advantage of the occasion to formally announce the signing of the first agreement in the Region of Durham which will provide assistance to victims of fires and similar small scale disasters.

The Canadian Red Cross Personal Disaster Assistance program (PDA), supported by trained volunteers, will respond when the Pickering Fire Services determine that victims require assistance with basic needs such as temporary accommodation, clothing and food.



Pictured here, from left to right, Brian Noble – Red Cross Volunteer, Deputy Chief G. Ferguson, Fire Chief W. Douglas, Terra Sayer – Red Cross Disaster Management Coordinator

As the gateway city to the east GTA, Pickering (population 94,000) is strategically located where Toronto, York and Durham Regions meet. Pickering is an affluent community that is steeped in history, natural beauty and small town charm with all the amenities and services that a big city has to offer. The City of Pickering is considered a municipal leader in fiscal management, service delivery, sustainability and the environment; and offers a wealth of sports, leisure and recreation opportunities to its residents. Pickering has been recognized by Profit magazine as one of the ten best



## News Release

For Immediate Release

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cities in Canada for growth companies and received the 2008 FCM-CH2M Hill Sustainable Community Planning Award.

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