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For Immediate Release

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First shipment of gear for the World Service Project arrives in Mexico

DAYTON, OHIO — December 21, 2011 was an important day for the World Service Project that is working to equip Mexican firefighters with safe, fit-for-duty gear. LION and the Mexican Fire Chief Association, along with other project partners, are pleased to announce that the first 430 sets of LION TotalCare maintained firefighting turnout gear has been delivered to Mexican firefighters across the country. The suits were enthusiastically received and a second order of 250 suits is already being processed for shipment.



The initial 165 sets of suits were delivered to the State of Sinaloa to outfit firefighters in the cities of Culicana, Elota, Mocerito, Escuinapa and Region Del Evora. Fire Chief Adan Shinagawa of Culican was the first to request suits for his departments and will soon place a second order based on the overwhelming interest in the turnout gear. In a letter to the project partners, Chief Shinagawa expresses his appreciation for the initiative:



“On behalf of the fire brigade of the State of Sinaloa, allow me to send our thanks and congratulations for this program. At this moment, in my city, 165 firefighters are benefiting from this initiative. The quality of the equipment is excellent and the value is incredible. Our goal is to equip all our firefighters [with LION’s gear].”

Adolfo Benavente Duque, President of the Mexican Fire Chief Association, also praised the program:

“On behalf of the firefighters of Mexico, I send our enormous thanks for giving us the opportunity to be the first to receive this equipment, which is in perfect condition and available at such a low price. This equipment will be very useful to the protection of firefighters and will allow them to better serve their communities.”

The shipment is the first phase of the Project that provides advanced training, equipment, and vehicles to departments requesting assistance throughout Mexico. LION and its partners are excited to have the opportunity to continue expanding the program in the hopes of outfitting every firefighter in Mexico with fit for duty, life-saving gear.



“We are thrilled to provide this turnout gear to the Mexican Fire Service. LION is pleased to join with great partners to get top-quality gear into the hands of public servants that need it most. As our business continues to grow around the world, we look forward to more efforts like this in support of the global firefighting community,” said Steve Schwartz, CEO of LION.

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*LION is a 113-year-old, family owned company based in Dayton, Ohio, USA that has a legacy and ongoing vision of introducing new products and services that are designed to ensure the health, safety and performance of the first responders who serve our communities and our country. LION continually delivers game-changing innovations in PPE and training solutions designed to best prepare firefighters, EMS teams and law enforcement officers for the new dangers and hazards they face each day. LION also designs paradigm-shifting supply chain and logistics programs that best equip our warfighters for the rigors of training and the challenges of battle. LION makes sure the people who protect us are **ready for action**.*

