



Sept. 15, 2020

FOR IMMEDIATE RELEASE

FireSmart Canada is pleased to welcome Laura King as communications advisor, reporting directly to the executive director and indirectly to the vice-chair of the board.

Many of you have collaborated with Laura in her capacities at the National Fire Protection Association and *Fire Fighting in Canada*.

Laura has worked for newspapers and other media across Canada and the United States, covering news, politics, business, sports, entertainment, legal issues and finance.

Laura grew up in the east, lived and worked in the west, and is now based in central Canada. Laura has spent considerable time in all Canadian provinces touring wildfire sites and working with fire departments and emergency management personnel to help communities build resilience.

Laura will lead the national communications and engagement program for FireSmart Canada and act as the liaison to internal and external stakeholders and communities.

Laura's responsibilities include planning, developing and managing FireSmart Canada media/communications and social media, supporting the executive director with all communication materials and strategies, acting as FireSmart spokesperson/liaison, providing guidance, expertise and strategies for FireSmart Canada projects that involve outreach and communication, and supporting co-ordination of annual Wildfire Community Preparedness Day campaign.

Laura will connect with each of you in the coming days.

Here is Laura's contact information for your files:

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289-838-5158

Regards,

Ray Ault



Executive director
FireSmart Canada