

# CustomFire Now a Proud Partner of the Maritime Hockey League

CustomFire Fire Trucks is pleased to announce a new partnership with the Maritime Hockey League (MHL). As a leading manufacturer of custom fire trucks based in the Maritimes, partnering with MHL is a way for CustomFire to give back to the Maritimes communities they serve.

If you're unfamiliar with the MHL, here's some history on the organization. The MHL was formed in Nova Scotia in 1967 as a Junior B league. They ascended to Junior A status in 1977 and expanded into New Brunswick in 1983. Summerside PEI was added to the league in 1991. MHL has hosted the Royal Bank Cup and the Centennial Cup 7 times, winning in both 1997 and 2002. Today, the MHL consists of twelve teams throughout Nova Scotia, New Brunswick, and Prince Edward Island. The MHL is one of 10 leagues in the Canadian Junior Hockey League (CJHL) which comprises 132 teams and 2600 players throughout Canada. The league aspires to be known as the premier Junior A hockey league in Canada.

Since its inception, the MHL has provided opportunities for players to advance their post secondary education and hockey development at the U Sports (a national governing body of university sport in Canada) and the National Collegiate Athletic Association (NCAA) level. Almost 40 percent of all players are between 16 and 18 years old, so the league prepares them to play in the "big leagues" with larger and older players across the country.

Dedicated to working with local fire departments and communities for over 50 years, a partnership with MHL just made sense for CustomFire. This is especially true considering most MHL teams are located near CustomFire customers. With many MHL players coming from across Canada, CustomFire's work with fire departments nationwide provides support for these players' home communities as well. CustomFire is continuing to expand its service into other territories.

"We are very excited about this partnership with the MHL," CustomFire Business Development Manager Brian Lacey said. "As both the MHL and CustomFire have our roots and base in the Maritimes, we thought that this would be a very good way to give back to the communities that we serve. As hockey and volunteer fire departments are a huge part of many Maritime communities, we felt there was a strong connection between our two organizations. "

Fire trucks play an integral role in maintaining community safety and CustomFire holds itself to the highest standard of safety in all of its manufacturing processes and products. Through the sponsorship, CustomFire also hopes to connect with members of the community who might not know about them and the work they do to keep communities safe.

If you have any questions about the partnership or would like to find out more about how CustomFire can provide your local fire department with a custom unit, we encourage you to

reach out to Brian directly by phone at 1-800-260-3331 or by email at [blacey@customfiretrucks.com](mailto:blacey@customfiretrucks.com). Until then, they look forward to being a part of your community through MHL and hope to see you at the next game.