



**TWO MEN AND A TRUCK.**  
"Movers Who Care."



## NEWS RELEASE

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### **TWO MEN AND A TRUCK® - CANADA FIRST TO CARRY DEFIBRILLATORS ON TRUCKS**

*Partners with The Mikey Network  
(See video link)*

**TORONTO – February 6, 2012.....All TWO MEN AND A TRUCK® - CANADA** moving trucks are now equipped with a MIKEY defibrillator as part of the 'MIKEY-ON-BOARD' program, an initiative of The Mikey Network.

Working with Emergency Medical Services, TWO MEN AND A TRUCK Canadian franchisees, their drivers and staffs have been trained to use a MIKEY.

The Mikey Network, a registered Canadian charity, is committed to helping people who experience Sudden Cardiac Arrest (SCA) get a second chance at life.

To date, there are over 1,200 MIKEYs placed in high-risk locations across Canada by The Mikey Network and 12 lives have been saved.

SCA is the leading killer of Canadians. Over 10 per cent of occurrences happen in public, and victims who are not revived within 3-5 minutes usually die. The use of a public-access defibrillator by a trained 'target responder' within the first moments can improve the victim's survival rate by up to 75 per cent. Having MIKEYs on TWO MEN AND A TRUCK vehicles increases the chances of making one accessible when the unexpected happens.

TWO MEN AND A TRUCK franchises are located in Barrie & Central Ontario, Brampton, Etobicoke, Halton, Hamilton, Kingston, London, Mississauga North, Mississauga South, Newmarket & Aurora, North Toronto & Thornhill, Oshawa, Ottawa, Richmond Hill & Markham, Toronto Mid-Town, Toronto East, Vaughan-Woodbridge.

There are currently 63 TWO MEN AND A TRUCK – CANADA branded vehicles on the road. Each moving truck has special logo signage indicating there is a MIKEY-ON-BOARD.

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Said TWO MEN AND A TRUCK – CANADA COO Dan Hopkins, “We hope we never have to use these Mikeys, but when you consider the physical nature of moving, it makes sense to have defibrillators on our trucks, in case our movers or families involved in a move have a problem. And, there is always the possibility of someone going into sudden cardiac arrest walking down the street, or perhaps being in a car accident. So with our trucks on the road, we are now in a position to be able to respond should someone need help.”

Mikey Network Chairman and President of Heathwood Homes, Hugh Heron added, “These moving trucks with their EMS-trained personnel circulate throughout their communities every day and by carrying a MIKEY, they carry a second chance at life for people who might be affected by sudden cardiac arrest. This program is a tremendous venture and for TWO MEN AND A TRUCK in Canada, it’s an industry first.

Heron added, “We challenge other companies with vehicles on the road to follow suit and install MIKEYs and have their staff trained in CPR/AED.”

## **ABOUT TWO MEN AND A TRUCK®**

**TWO MEN AND A TRUCK®**, in business for over 25 years, currently operates in the United States, Canada and Ireland with 220 locations and over 1,400 moving trucks.

In 2005, Heron Capital Corporation, one of the Heron Group of Companies secured the Canadian Master Franchise rights. The company currently has a customer referral rate of 94 per cent with 17 Ontario locations servicing Barrie & Central Ontario, Brampton, Etobicoke, Halton, Hamilton, Kingston, London, Mississauga North, Mississauga South, Newmarket & Aurora, North Toronto & Thornhill, Oshawa, Ottawa, Richmond Hill & Markham, Toronto Mid-Town, Toronto East, Vaughan-Woodbridge. Visit [www.twomenandatruck.ca](http://www.twomenandatruck.ca).

## **ABOUT THE MIKEY NETWORK**

The Mikey Network, founded in 2003, is a registered Canadian charity working to create public awareness and provide education about heart healthy lifestyles. To date, over 1,200 MIKEY defibrillators have been placed across Canada, and 12 lives have been saved. The Mikey Network was named for Mike Salem, a valued partner at Heathwood Homes and The Heron Group who experienced sudden cardiac arrest and died on a golf course in 2002. Other Mikey Network programs include: *Mikey’s Kids – The Mikey At Home Program, The Mikey’s Young At Heart School Defibrillator Program, Mikey On the GO, Mikey Cops Are Tops*. Visit [www.mikeynetwork.com](http://www.mikeynetwork.com).