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Press Release

IFRM Inks Deal with Capital One, Redesigns Web Site

The International Fire Relief Mission takes two steps to improve its effectiveness in aiding firefighter safety.

The International Fire Relief Mission signed a deal with credit-card provider Capital One that could pave the way for IFRM to substantially expand its humanitarian work. Capital One issued a rewards credit card where a percentage of the holder's purchases are donated to IFRM. There is no cost to the cardholders.

"This is a tremendous opportunity for IFRM," says the organization's president Ron Gruening. "Having more operating capital means we can spend more time traveling the country collecting recyclable, unwanted fire and EMS gear that we will ultimately ship to countries where firefighters face incredible dangers."

There are three emergency response-themed cards available: structural fire fighting, wildland fire fighting and emergency medical services.

"We selected images that reflected each of the emergency-response disciplines that IFRM serves in both the equipment we collect and the training we provide," Gruening says.

"These cards allow the holders to show their pride while directing money to help make fire fighting safer around the world."

To apply for the card, simply visit www.ifrm2007.com and click on the Capital One ad.

The Capital One advertisement is one component of IFRM's completely redesigned Web site. Former firefighter Gary Carleton, of Carleton Communications, donated his time and expertise to build, design and launch the new site.

"This was work we desperately needed and I'm grateful for Gary's generosity," Gruening says. "With all of IFRM's money being used to collect and ship equipment, hiring a Web designer was beyond our means. The new site looks great. But, more importantly, it has improved functionality that will make it easier for those who need help and those who want to provide it."

One of the new features that will assist those who need help to better communicate with IFRM is a translator button. By selecting from a pull-down menu, visitors can translate the entire Web site into one of more than 50 languages.

Those interested in donating equipment, time or money to the International Fire Relief Mission can do so by contacting Ron Gruening by e-mail at rgruening@ifrm2007.com or by phone at +1 612-669-8500.

About the International Fire Relief Mission

IFRM is a 501(c)(3) charitable organization whose mission is to collect donated new and used fire and EMS equipment, deliver it to fire departments in developing nations and educate members of those fire departments on the equipment's safe and proper use. IFRM is a nonreligious, nonpolitical group dedicated to saving firefighter and civilian lives. IFRM members do not draw a salary and all of the money raised is used to fulfilling the group's mission. IFRM was formed in 2007 by retired emergency-response professionals. For more information, visit its website at www.ifrm2007.com.