

Fire & Safety Services, LTD.
Ashley Ross
Email: aross@f-ss.com
Office: (800) 400-8017



February 19, 2024

Fire & Safety Services announces 2024 Road Rally.

FOR IMMEDIATE RELEASE

Fire & Safety Services Announces Launch of New Jersey Road Rally.

SOUTH PLAINFIELD, NEW JERSEY - [DATE] - Fire & Safety Services, a leading provider of fire apparatus sales & service since 1964, is proud to announce a change in its exhibition schedule for 2024. This year, it will participate in three “Road Rallies” in different parts of the state instead of participating in the New Jersey Firemen’s Expo as part of NJ State Relief Association Annual Convention. This will allow Fire & Safety to bring specialized and focused events to its customers rather than the “best of all things” approach that a show like Wildwood requires.

“This was a very hard decision and bittersweet in many ways, as we love catching up with friends and we have long enjoyed our decades long relationship with the Five Mile Beach Association and the towns that make up ‘The Wildwoods.’ But as we analyze how shows are changing both regionally and nationally, and the current landscape, we feel our customers and potential customers will be best serviced by a more customer focused event; rather than be a secondary piece to the main purpose of Wildwood – the New Jersey State Relief Association Convention,” said David Russell, Fire & Safety Services’ President. Fire & Safety Services will continue to support and sponsor the various events we have supported in the past.

The decision to transition from the Firemen’s Expo to a smaller micro-show such as a Road Rally has been considered for the last few years. This decision would allow Fire & Safety to evolve and adapt to the ever-changing fire apparatus market as well as enable the company to provide a customer-centric and region-centric focus on apparatus that best represents the conditions those regions have. The goal will be to have a more interactive and dynamic setting for customers and people exploring apparatus options.

"We are excited by this new opportunity to provide the emergency services in New Jersey geared just for them. As we celebrate our 60th Anniversary in 2024, it just felt natural that this was the time to do something innovative while continuing our support of all segments of first responders," said David Russell.

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Fire & Safety Services is currently planning Road Rally dates, locations, and other surprises for later this year, so stay tuned to their news feeds and social media channels for more information as it is released.

ABOUT FIRE & SAFETY SERVICES

Fire & Safety Services is the premier fire apparatus sales and service provider in New Jersey. Established in 1964; Fire & Safety Services specializes in fire, command rescue, homeland security, tactical, and rapid response products. For any Road Rally-related questions, please email marketing@f-ss.com.

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