



#BCWildHeart Raises More than \$300,000 for Wildfire Evacuees

The fires raging through BC this summer have been devastating to say the least. There are no words to express the fear, anxiety, loss and disruption experienced by thousands in BC's interior and cariboo regions. What thankfully does seem to rise out of these catastrophic events is the kindness and generosity of the human spirit.

Arrow was part of a last-minute fundraiser organized by Kamloops businesses which has raised over \$300,000 for BC residents impacted by the wildfires.

The one day event was essentially a tailgate party located at a local mall parking lot and included live music, free food for evacuees, volunteers and firefighters and an opportunity to submit individual or business sponsored donations which go directly to the Canadian Red Cross. The Red Cross is best educated as to best use of the funds but donating sponsors will have the opportunity to have input into where their money goes.

Mitch Campsall, the Mayor of 100 mile house and 5 year Arrow Company driver, had to issue the evacuation order to the town of 100 mile house on July 9th and thanked the crowd for their support and contribution throughout this very difficult time for his community.

The businesses that spearheaded #BCWildHeart included Arrow, Kal Tire, SMS Equipment, RJames Western Star, Peterbilt Pacific, Inland Kenworth, Trimac Transportation, Chevron, TYCROP and Kamloops This Week.

Tim Bell, VP of Arrow Transportation and key organizer, said, "The amount we raised far exceeded what we thought when we first got this going. Our hope was somewhere around \$150,000 but the corporate dollars exceeded this amount and then the public donations were higher than expected."