

FireRescue1 Product Categories

FireRescue1 Press Release

06/04/2007

[Print Press Release](#) | [EMail Press Release to a friend](#) |

FireRescue1 Partners with the Firefighter Combat Challenge to Support Firefighter Health and Safety

Leading online fire rescue resource teams up with fire rescue competition pioneer in co-marketing partnership

SAN FRANCISCO, Calif. - FireRescue1.com, a leading online resource for fire-rescue personnel, today announced it is partnering with OnTarget Communications, a leading producer of police, fire and military competitions. The partnership is aimed at driving increased online exposure to the Firefighter Combat Challenge while also promoting FireRescue1.com at challenge events nationwide.

The partnership brings together two of the top entities in the fire community. With a member base of more than 48,000 firefighters and a network that also includes FireGrantsHelp.com, FireRehab.com and VolunteerFD.org, FireRescue1 is a leading provider of news, safety information and training resources for the fire service.

OnTarget's Firefighter Combat Challenge attracts competitors from more than 100 U.S. and Canadian municipal fire departments each year, with competitions in more than 25 locations annually. It has been broadcast in years past by ESPN and has consistently generated significant local media coverage.

"FireRescue1 has had success in bringing important news and resources to a wide audience of fire-rescue personnel," said Patrick Jameson, Executive Vice President of OnTarget Communications. "By partnering together, we will be able to do an even better job of bringing our and our sponsors' events, products and services to a broader audience for the benefit of the entire fire-rescue community."

The Firefighter Combat Challenge seeks to encourage firefighter fitness and demonstrate the profession's rigors to the public. Each Challenge event consists of five competitions that highlight the unique nature of the fire service and showcase the talents and capabilities of firefighters in realistic scenarios. While it manages to create a healthy competition between departments, the Challenge also strengthens the sense of camaraderie among the fire community.

With the new partnership, FireRescue1 and OnTarget aim to encourage firefighter fitness, expand the field of international competitors and increase attendance at the events, while also bringing greater exposure to FireRescue1 among Challenge competitors and attendees.

"With FireRescue1, we are consistently seeking new ways to bring the fire community together, something the Firefighter Combat Challenge has been doing for years," said Alex Ford, CEO of FireRescue1. "This partnership presents the opportunity for increased exposure in the fire community for both companies and creates an offline venue for members of the fire rescue community to get involved with FireRescue1."

The two companies will link in a variety of ways. FireRescue1 will create and host a section dedicated to the Firefighter Combat Challenge that will include all relevant event information. The section will also provide FireRescue1 members with the opportunity to register to compete in future challenges.

In return, FireRescue1 will receive consistent marketing exposure at all Firefighter Combat Challenge events, including banners to be displayed during televised events.

The 2007 Firefighter Combat Challenge tour begins May 18-20 in Deerfield Beach, Fla. The full event schedule can be found at www.firefighter-challenge.com.

About FireRescue1.com

FireRescue1 is dedicated to serving the fire community by providing firefighters with the most complete range of information and resources available. In a profession where lives depend on thorough knowledge and training, it is vital that fire professionals have a single, comprehensive resource to keep them informed about the most current fire news and technology and help them easily locate timely research and analysis.

Product Resources

[FireRescue1 Buyer's Guide](#)

Featured Product Distributors:



TheFireStore.com



511HQ.com

FireRescue1 Product Newsletters

[FireRescue1 Product Newsletter - Volume 7 - June 2007](#)[FireRescue1 Product Newsletter - Volume 6 - May 2007](#)[Subscribe Now →](#)

Articles

[Preventing fluorescent ballast fires](#)[Strategies to buy used apparatus](#)[Fla. fire-rescue teams put to test](#)[Texas firefighters respond to water rescues in new boat](#)[Largest Western wildfire: 311,000-acre Utah blaze 10 percent contained](#)[More Articles →](#)

Press Releases

[PDSI Releases Newest Version of TeleStaff Staff Scheduling Software](#)[Niedner Presents the FIRESTREAM, a Durable Single Jacket Forestry Layflat Hose](#)[Fechheimer Brothers Announces the Pro Series™ Tactical Safety Vest in Partnership with Head Lites Corporation](#)[HercuLoc Announces the New Contractor Series Secure Bed Cover](#)[Dynamic Instruments Introduces the DI Reliant™ Hybrid VoIP Recorder](#)

FireRescue1 is supported by the Praetorian Group, the proven leader in online public safety resources. The experience and resources of the Praetorian Group has yielded a trusted and reliable online environment for the exchange of information between firefighters and departments from across the Unites States and around the world.

For information on advertising with FireRescue1, contact Mario Pometta at 415-962-8319, JC Carlos at 415-962-2052, or visit our advertising section online at <http://www.firerescue1.com/advertise/>.

About OnTarget Challenge, Inc.

OnTarget Challenge, Inc. is an event management, promotions and television production company with over 15 years of experience conducting "Challenge" type competitions for police, fire and military. The properties owned by OTC include: The Firefighter Combat Challenge, The Firefighter Combat Relay, The LEOPARD Challenge, The Original SWAT World Challenge, The Canadian Tactical Challenge, The Rocky Mountain Tactical Challenge, The Northeastern SWAT Challenge, The Best Ranger Challenge, and The Marine Corps Super Squad Challenge.

Since the inaugural competition, in 1991, the Firefighter Combat Challenge has been the leader in organized fire rescue competitions. The challenge has received publicity and coverage from networks such as ESPN and credible industry publications such as Fire Chief.

For more information about the Firefighter Combat Challenge please visit <http://www.firefighter-challenge.com/index.htm>.

[Back to previous page](#)

[About Us](#) [Advertise](#) [Contact Us](#) [My Profile](#)
[Site Map](#) [Privacy Policy](#) [Help](#)

© Copyright 2007 - FireRescue1.com. All Rights Reserved.

[Ads by Google](#)

[Fire Water Rescue](#)

[Firefighters](#)

[Fire Conference](#)

[Fire Show](#)

[More Releases →](#)
[Submit Press Release→](#)