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ServiceMaster of Ottawa helps Santa and the Ottawa Professional Firefighters' Association

OTTAWA, Ontario – December 6, 2009 ServiceMaster of Ottawa, as a major sponsor of the 40th Annual Help Santa Toy Parade, lent a big hand to Santa and the Ottawa Professional Firefighters' Association yesterday. With the ServiceMaster Clean Machine (pictured below) in town, ServiceMaster of Ottawa hosted the parade kick-off headquarters which is where city police, security staff, and parade volunteers and organizers assembled to make all of their final arrangements prior to the parade start.



An integral part of the parade's success, ServiceMaster provided an ideal set-up for the parade organizers to use as a launching pad. "ServiceMaster of Ottawa played a vital role in supplying us with its Clean Machine for our meeting point and command center," says Kevin Lambert, Help Santa Toy Parade Chair. "ServiceMaster put forth an extraordinary effort in assisting us in raising tens of thousands of dollars and new toys for disadvantaged children in our metropolitan area."

ServiceMaster of Ottawa was pleased to be a part of this big annual event. "We saw the parade as a great opportunity to give back to the community," says John Cooke, President, ServiceMaster of Ottawa. "At ServiceMaster of Ottawa we are always looking for new ways to get involved in our community – the Help Santa Toy Parade is something that we hope to be a part of moving forward." Kevin Lambert agrees, "We look forward to a long and prosperous relationship with ServiceMaster," says Lambert.

Also a big part of the parade was the inclusion of ServiceMaster's fully-functional NASCAR (pictured below) that accompanied the Clean Machine vehicle hauler. It's not every day that you see a NASCAR in Ottawa – the car itself was quite a sight to see. "The NASCAR was also a terrific addition to our parade, which helped attract over 110,000 people to our downtown area," says Lambert.



For more information on ServiceMaster of Ottawa, The Help Santa Toy Parade, or the Ottawa Professional Firefighter's Association, visit www.smottawa.com, www.toyparade.org, or www.ottawafirefighters.org.

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