



**PRESS RELEASE**

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June 8, 2006

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## **Ramsey Rescue Kicks Off 50<sup>th</sup> Anniversary Year with a new look**

**RAMSEY, NJ** – June 8, 2006 –Anyone who has seen Ramsey Rescue’s large white rescue trucks responding to a call or driving around town may have noticed something different about them. The trucks now carry a new graphic—a round emblem that says “Helping People since 1956”—which proudly marks 2006 as the organization’s 50<sup>th</sup> Anniversary year.

A few months ago, the Squad turned to Debbie Barnett Sagurton, owner of Barnett Design, Inc., located in Ramsey, to help create the 50<sup>th</sup> Anniversary look for the trucks as well as to revise the Squad’s logo. Barnett also designed the logo for the Borough of Ramsey’s Centennial in 2008.

The Squad started the process several months ago by meeting with Barnett to explain what the Squad does, its mission and role in the community. They explained the Squad’s history as an emergency service response organization and how it has taken on a role of “community service response” over the past several years.

Barnett and her team could see the central theme of the Squad and the “Helping People Since 1956” message was born. Barnett then developed two new designs for the Squad: the emblem which has been added to the trucks and the new Squad logo which incorporates the theme as well.



“Debbie and her team are amazing and we are very lucky to have such a business here in Ramsey.” Says Erik Endress, the Squad’s President “She and her team produce effective identity packages, print communications and websites for local, national and international businesses as well as non-profit organizations. We couldn’t have done this without her.”

The Ramsey Rescue Squad began in 1956 with a handful of young men and a second hand small truck. The members invested sweat equity in fixing up the truck and in many cases, used their own tools and supplies to respond to calls for help around Ramsey.

The Squad is hosting a Community Pool Party for all Ramsey Residents and their families on July 15<sup>th</sup>, 2006 (raindate 7/16) from 3:00 PM to 8:00 PM at the Ramsey Municipal Pool on East Oak Street. The event is free to all residents and will feature an assortment of free food and games for everyone in addition to music and dancing.

For more information about the Ramsey Rescue Squad or the event, visit [www.ramseyrescue.com](http://www.ramseyrescue.com)