



**TWO MEN AND A TRUCK®**  
"Movers Who Care.™"

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## NEWS RELEASE

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### **MIKEY NETWORK LAUNCHES "MIKEY ON BOARD" WITH TWO MEN AND A TRUCK®**

#### ***"Movers Who Care"® Are First On Board***

TORONTO – July 9/09... The Mikey Network, which promotes heart-healthy living, in partnership with **TWO MEN AND A TRUCK®** (TMT), is installing public-access defibrillators called MIKEYs on all trucks at their Toronto East location. The program is called 'MIKEY ON BOARD'.

The announcement was made today at the official opening of the Company's Toronto East location, 85 Executive Ct. in Scarborough, ON M1S 5W9, by **TWO MEN AND A TRUCK®** (TMT), President John Prittie.

Said TMT franchisee and General Manager Steve de Boer, "This is my second franchise, having opened our first in Oshawa in 2007. Our Toronto East location serves the eastern section of Metro Toronto and Durham Region, through to and including Trenton."

"When you consider the physical nature of moving, it makes sense to have defibrillators on trucks, in case the movers or families involved in a move have a problem. But the advantage goes far beyond that. Moving trucks circulate throughout the community, so vehicles carrying a MIKEY also carry a second chance at life for people who might experience sudden cardiac arrest," said Mikey Network Chairman Hugh Heron.

Heron added, "Our community partners like **TWO MEN AND A TRUCK®**, really make things happen and we couldn't do it without their support and commitment. Today's announcement is the perfect example of taking that partnership further, with the launch of the MIKEY ON BOARD program. This is a tremendous initiative and I would think other moving companies might follow **TWO MEN AND A TRUCK®**'s leadership and consider installing MIKEYs on their rolling stock."

The Mikey Network is a charitable organization working to create public awareness and provide education about heart healthy lifestyles. The Mikey Network was named for Mike Salem, a valued partner at Heathwood Homes and The Heron Group who experienced sudden cardiac arrest and died on a golf course in 2002. In 2003, The Mikey Network was established with the goals of inspiring heart-healthy living and placing MIKEYs in high-risk locations across Southern Ontario. To date, the Mikey Network has raised over \$1 million and has committed nearly 700 MIKEYs. Visit [www.mikeynetwork.com](http://www.mikeynetwork.com).

**TWO MEN AND A TRUCK®** has been in business for over 20 years and currently operates in the United States, Canada and Ireland with 200 locations and 1,400 moving trucks. The firm has a customer satisfaction rate of 94 per cent.

In 2005, TMT awarded its first master franchise in Canada to Heron Capital Corporation – a part of the Heron Group of Companies. **TWO MEN AND A TRUCK®** has eight locations – Hamilton, Mississauga, London, Halton, Oshawa, Toronto Mid Town, Etobicoke and Toronto East. Visit [www.twomenandatruck.ca](http://www.twomenandatruck.ca).