

CUSTOM USB DRIVES PROMOTE FIREFIGHTER TRAINING

Part of a 2,250-student college on the Canadian prairie, the center trains firefighters and emergency medical responders at its campus.

They offer programs for students learning municipal, industrial, airport and wildland firefighting techniques. The program is required by many municipal firefighting and public safety agencies. As part of its recruiting efforts, the center ordered 350 custom Fire Ladder Truck USB flash drives.

They plan to increase enrollment by giving out the custom drives at firefighting and emergency management trade shows throughout Canada, said S. Hendricks, administrative assistant.

Custom USB popular for public safety

The program is similar to those offered by police and fire departments. An urban northwestern police department purchased USB drives shaped like their Ford Explorer squad cars and loaded the drives with information about working for the department. The drives are so popular with the department, they've reordered them several times in just a few months and hand them out at events in lieu of challenge coins or department pins.

A California county sheriff's office purchased police-car shaped drives in addition to traditional swivel drives. They sell the drives, loaded with graduation videos, to its recent academy graduates.

They also plan to use the police SUV-shaped drives as a fundraiser for its video production division. That division creates public service announcements to play on local television and often needs additional funding to feed its volunteers while shooting the videos.