

Rincon Band of Luiseño Indians

One Government Center Lane | Valley Center | CA 92082
(760) 749-1051 | Fax: (760) 749-8901 | rincon-nsn.gov



MEDIA ALERT

For Immediate Release:

October 20, 2020

Contact: Tanya Aldaz Duggan

Office: 760-305-2600

Cell: 619-518-9177

tduggan@rincon-nsn.gov

RINCON TRIBE HONORS FIREFIGHTERS WITH HEARTFELT 'HEROES' CAMPAIGN

We Love Our Heroes Billboard Campaign Kicks off

Valley Center, CA... In honor of all the hard work and dedication, the Rincon Band of Luiseño Indians are showing their gratitude and appreciation to the Rincon Fire Department station 181 and all of the first responders by kicking off a Heroes billboard campaign in North San Diego County. We Love our Heroes, Heroes Among Us and Our Neighbors Our Heroes billboards will run for 8 weeks at the I-15 North and Southbound exits of Via Rancho Parkway.

"We are thankful to our firefighters and first responders for all that they are doing," stated Bo Mazzetti, Chairman of the Rincon Tribe. "We want to honor them for serving our residents and protecting our communities."

Each day firefighters provide a variety of services to protect the lives, property and environment of the communities they serve. These services include a professional, highly trained and equipped response force that responds to fires, provides advanced life support, and pre-hospital emergency care, ambulance transportation and disaster management. These services are designed to improve and maintain the quality of life for all. Recently, the Rincon Fire team was assigned to help battle the Northern California Fires.

"The fires we are seeing this year are devastating to historic levels. Not to mention, the multiple deaths as a result of these fires," expressed Fire Chief Ed Hadfield. "I am so proud of the dedication, effort and professionalism that our firefighters continue to demonstrate out on the front lines for weeks on end. Seeing how proud the Rincon Band are of their firefighters and their fire department is incredible and we are genuinely thankful."

The Rincon Fire Station was established in 2006. It is the largest station in the Valley Center region and is staffed with 10 full-time career personnel at all times. They have three firefighter/paramedics assigned to duty each day, and the station has the following apparatuses: 1- Engine Company with 4 personnel, 1- Truck Company with 4 personnel, and 1-Rescue Ambulance with 2 personnel. The station responds to approximately 3200 responses a year.

About the Rincon Tribe

The Rincon Band of Luiseño Indians is a sovereign government recognized by the United States of America. The Tribe owns Harrah's Resort Southern California and uses profits from this and other commercial enterprises to provide government services. At no cost to taxpayers, Rincon's public safety operations respond to emergencies in the neighboring communities, with more than a majority of calls generating outside the Reservation. Rincon's tribal enterprises are significant contributors to the North San Diego County economy through job creation, tax generation, purchase of local products and services and charitable donations. www.rincon-nsn.gov

Bo Mazzetti
Chairman

Tishmall Turner
Vice Chair

Steve Stallings
Council Member

Laurie E. Gonzalez
Council Member

Alfonso Kolb, Sr.
Council Member