

Fort St. John Celebrates New DRIVING FORCE Location

(Fort St. John, BC) - 150 people joined in the celebration of the grand opening of DRIVING FORCE's new Fort St. John facility on Monday, September 23rd. Since first opening in 2004, and expanding in 2012 to include an airport location, the company has grown steadily over its 10-year history in the region. The new 18,000 square foot facility provides vehicle rental, sales and leasing services for commercial, industrial and private customers.

The event was attended by dignitaries and notables including:

- Hon. Senator Richard Neufeld;
- Bob Zimmer, MP Prince George – Peace River;
- Hon. MLA Pat Pimm, Minister of Agriculture, MLA Peace River North;
- PRRD Chair Karen Goodings;
- Fort St. John Mayor Lori Ackerman;
- Fort St. John city councillors Bruce Christensen, Dan Davies and Larry Evans;
- Taylor Mayor Fred Jarvis;
- DRIVING FORCE founder and president Jeff Polovick.

The event included an official ribbon cutting ceremony, entertainment by a classical pianist and a viewing of a fully-restored 1936 Ford half-ton.

Donations in the amount of \$750.00 were made to both the Fort St. John Hospital Foundation and the Fort St. John SPCA as part of a DRIVING FORCE corporate responsibility initiative which sees funds invested in worthwhile community projects in lieu of serving alcohol at corporate events.

Branch Manager Montana Currie oversees operations at both Fort St. John locations, as well as the company's Grande Prairie location. According to Currie, "There's a really good fit between the DRIVING FORCE's entrepreneurial attitude and the rapid economic growth in the Peace Country. Our customers are all working hard to take advantage of this strong economy, and we pride ourselves on being able to get them exactly the right vehicle for their needs. We just do whatever it takes to get them on the road."

President Jeff Polovick says that the company's culture of service is the key to its success, dating right back to its founding in 1978. "We always knew that this was a service business and that the way to succeed was to exceed our customers' expectations in everything we do," says Polovick. "We were confident that by becoming the one-stop shop for rentals, sales or leasing for all makes and models, and by giving the best possible service, we would continue to grow and improve. That's what we've been doing for the last 35 years."

DRIVING FORCE is located at 6674 Airport Road and is open 8 am to 5 pm Monday through Friday, Saturday 9 am to 12 noon, and closed on Sunday.

More information or photo opportunities:

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