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STATE NEWS

[Jenkintown Fire Department's New Recruitment Campaign Launched](#)

The Jenkintown Fire Department's New Recruitment Campaign Encourages Neighbors to Save Neighbors by Volunteering. Jenkintown, Pa. –Now that the town has reached the state's yellow reopening phase, the Jenkintown Fire Department is stepping up its volunteer recruitment effort with a comprehensive outreach campaign. The recruitment slogan and branding, "Be The Neighbor Who Saves A Neighbor," was developed during a brainstorming session between volunteers from both Pioneer and Independence Fire Company. The biggest recruitment tool is a stand-alone website designed to answer volunteer questions and collect inquiries from potential volunteers. With so many people working outside the area and two career families now the norm rather than the exception, the need for volunteers to staff the fire houses is acute.