

Introducing the New Pelham Fire Services Crest

They are the everyday heroes who rescue and protect us when we are in need, who teach us about safety precautions and the importance of always being prepared in an emergency situation. They are the dedicated men and women of our fire service.

On Monday March 3, 2014, Ben Gutenberg of Pelham Fire Station One, Jeremy Deroos of Pelham Fire Station Two, and Joe Kita of Pelham Fire Station Three appeared before Council to reveal the newly branded Pelham Fire Services crest.

“Following the Town’s official rebranding last year, we felt it important to update our fire crest to ensure it was in line with the new corporate image,” said Fire Chief Bob Lymburner. “We also saw this as an opportunity to bring consistency to our crew’s uniforms and fire trucks.”

Pelham Fire Officer Ben Gutenberg guided Council through a review of the crest design elements, which include:

- FDNY shape – in honour of the 343 fire fighters who lost their lives on 9/11
- Maltese Cross – a historic badge of honour worn by the Knights of St. John who risked their lives to save their brothers in arms from fiery deaths during the crusades. The Maltese cross remains the badge of honour for fire fighters, signifying their courageous work.
- Axe and Pick Axe – tools of the trade for fire fighters
- Maple Leaf – iconic Canadian symbol representing our national pride and patriotism
- Town of Pelham logo colours – incorporates Town’s new branding and shows unity



“This crest symbolizes the values of all fire fighters who serve the residents and visitors of the Town of Pelham, and pays honor to the history and dedication of those who serve and have served in the Fire Services worldwide,” commented Ben Gutenberg. “We are proud to wear a crest that reflects this pride and honor for all to see.”

The rebranding committee, which included representatives from the three fire associations and Town staff, helped narrow down the design options before all members of Pelham’s fire service had an opportunity to vote. The final design is expected to make its way onto uniforms and fire trucks this Spring.

For additional information, please contact:
Bob Lymburner, Fire Chief
(905) 892-2607 ext. 203