

NOVEMBER 26, 2025

**FOR IMMEDIATE RELEASE**

**Yamaha Canada Music Joins PAVSC as Supporting Level Partner**

The Professional Audio Visual Society of Canada (PAVSC) is proud to welcome Yamaha Canada Music as a Supporting Level Partner, strengthening the Society's mission to support education, mentorship, and collaboration across Canada's professional AV community.

As the Canadian HQ of Yamaha Corporation, a global leader in musical instruments, professional audio, and technology innovation, Yamaha Canada Music has long been a cornerstone of creativity and technical excellence nationwide.

"While Yamaha is a global brand, we recognize that the Canadian professional AV industry is truly unique, rich with skill, passion, and technical expertise," says Steve Butterworth, VP of Sales and Marketing, Yamaha Canada Music. "Our goal is to support and elevate that community, helping it continue to thrive and define excellence on the global stage."

"A lot of the professionals in our industry began their creative journeys with Yamaha products and technologies," says Gregory Rushton, Chair of the Board of Directors, PAVSC. "That legacy speaks volumes about the company's role in nurturing people and inspiring innovation. We're thrilled to welcome Yamaha Canada Music as a Partner in advancing the next generation of AV leaders."

Learn more at [pavs.ca](https://pavs.ca).