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FOR IMMEDIATE RELEASE

SC Media Joins PAVSC as Founding Level Partner

PAVSC is proud to announce SC Media as a Founding Level Partner, joining a select group of organizations committed to shaping the future of Canada’s audio visual industry. With a legacy of innovation and leadership in AV distribution, SC Media brings national reach and deep industry insight to PAVSC’s launch phase—helping build a unified, inclusive community from the ground up.

“We’re honoured to be part of this foundational moment for Canada’s AV professionals,” said Noah Daoust, Vice President of SC Media. “PAVSC’s mission aligns with our values of collaboration, education, and industry growth. As a Founding Level Partner, we’re excited to contribute meaningfully to the development of education, recognition, and resources that will benefit the entire AV ecosystem.”

“SC Media’s decision to join us at the Founding Level is a powerful endorsement of what we’re building,” said Gregory Rushton, Chair of PAVSC. “Their leadership and experience will help guide our growth and ensure we deliver meaningful value to members from coast to coast. We’re proud to welcome them as true partners in progress.”

For more information about the Professional Audio Visual Society of Canada, visit pavs.ca.