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**FOR IMMEDIATE RELEASE**

**ET Group Supports PAVSC as Founding Level Partner**

The Professional Audio Visual Society of Canada (PAVSC) has welcomed ET Group as a Founding Level Partner, reinforcing the Society's commitment to nurturing a skilled and professional AV workforce across Canada.

"ET Group has been a proud part of Canada's AV landscape for over half a century," comments Ahmed Ameen, COO, ET Group. "We're happy to return the support we've received from our colleagues from coast-to-coast by helping to engage and empower the next generation of professionals entering our industry."

For over 50 years, ET Group has served the Canadian AV industry, delivering enterprise-grade audiovisual solutions for complex environments such as government, financial, and critical infrastructure sectors. The company's experience in large-scale, secure, and mission-critical AV deployments – from design and installation to ongoing support – positions them as a key contributor to Canada's pro-AV community. "ET Group's unique approach to business, grounded in employee empowerment, human-centric culture, and technical excellence, aligns perfectly with PAVSC's mission," adds Gregory Rushton, Chair of the Board of Directors, PAVSC.

PAVSC continues to welcome integrators, consultants, manufacturers, distributors, and AV professionals who share its commitment to excellence, inclusion, and innovation.

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