

FOR IMMEDIATE RELEASE

RiverFront Investment Group Partners with Metro Richmond Flying Squad to Support Emergency Responders



Metro Richmond Flying Squad

METRO RICHMOND FLYING SQUAD RECEIVES \$25,000 GRANT AS THE RIVERFRONT 2025 CHARITABLE GIVING PARTNER

RICHMOND, VA | FEBRUARY 17, 2025 – In a check presentation ceremony on January 22nd, [Metro Richmond Flying Squad](#) became the official 2025 Charitable Giving Partner for RiverFront Investment Group. The partnership includes a \$25,000 donation and a commitment to volunteerism throughout 2025. Part of RiverFront's donation will be used toward renovating their 100+ year old station and outfitting it with critical supplies, while another portion will be used to purchase on-scene equipment for proper and safe incident rehabilitative services.

"The grant from RiverFront Investment Group will assure that the Firefighters of the eight Metro Richmond Fire Departments that we serve will receive the help they need," said Vernon Frayser, Captain-Operations at Metro Richmond Flying Squad. "At 2AM, when it is 21 degrees outside and the firefighters have faced the ravages of fire and are sore, exhausted, cold, and thirsty, the Metro Richmond Flying Squad will be there with assets that RiverFront provided us for that very purpose. The warmth they will feel, the hydration and nutrition they receive, and the rest and care they will get will be because of your team."

"RiverFront has a long history of supporting worthy non-profit organizations across the Richmond Community", said Pete Quinn, RiverFront's President and CEO. "This year, we are excited to be partnering with Metro Richmond Flying Squad. The work they do supporting our first responders is something that resonated with all of RiverFront's Associates as we hope it does with others all over Richmond. In addition to this monetary contribution, we look forward to lending our volunteer time to advance their mission."

RiverFront's [Charitable Giving Partner](#) program, now in its 13th year, selects a non-profit organization annually based on associate nominations. RiverFront continues to engage past charitable partners through on-going volunteer and monetary support. The program is part of RiverFront's larger commitment to respect, support and serve its community which included hundreds of volunteer hours and over \$100,000 in donations to more than thirty non-profits in 2024.

ABOUT METRO RICHMOND FLYING SQUAD: The Metro Richmond Flying Squad is an all-volunteer group of members who provide support to our area first responders. Our members consist of current and former firefighters, police officers, business owners and citizens of the Metro Richmond area. We are the only volunteer organization in the metro area that provides rehabilitation services to our first responders so that they can continue to provide the needed services to the community by remaining healthy and safe. Our services directly correlate to returning the responders to a normal state after extreme physical exertion encountered on emergency scenes. This returns them to a state of readiness for continued operations on the scene and allows them to be prepared to provide their primary services throughout their shift. As a 501(c)(3) non-profit organization, we look to generosity of the community to help us help our First Responders. Learn more about supporting Metro Richmond Flying Squad at <https://rvaflyingsquad.com/>.

ABOUT RIVERFRONT: RiverFront Investment Group is a global asset manager focused on Process over Prediction – a dynamic investment approach driven by a systematic, repeatable methodology. The firm provides flexible, risk-managed solutions for a range of investment objectives and risk tolerances. RiverFront is affiliated with Robert W. Baird & Co. Incorporated ("Baird"), member FINRA/SIPC, from its minority ownership interest in RiverFront. RiverFront is owned primarily by its employees through RiverFront Investment Holding Group, LLC, the holding company for RiverFront. Baird Financial Corporation (BFC) is a minority owner of RiverFront Investment Holding

Group, LLC and therefore an indirect owner of RiverFront. BFC is the parent company of Robert W. Baird & Co. Incorporated, a registered broker/dealer and investment adviser.

Media Contacts:

Metro Richmond Flying Squad: Chief Rick Talley | chief@rvaflyingsquad.com | Ph 804-912-6369

RiverFront Investment Group: Stephanie Hathaway | Marketing Manager | shathaway@riverfrontig.com | 804-822-4047

ID: 4240030