

**FOR IMMEDIATE RELEASE:**

April 29, 2020

**BlackboxMyCar Announces Healthcare Hero \$10K Giveaway for 8th Anniversary Celebration**

BlackboxMyCar has partnered with Thinkware North America to give away \$10,000 worth of Thinkware dashboard cameras to 50 healthcare heroes across Canada and the US

(RICHMOND, BC - April 29, 2020) - As part of their 8th Anniversary celebration, BlackboxMyCar, the largest dashboard camera distributor in North America, has partnered with Thinkware North America to host the **Healthcare Hero \$10K Giveaway**. The giveaway will run from now to May 15, 2020, and recipients will be announced between May 16th to June 1, 2020.

During this giveaway, 50 healthcare professionals and frontline workers across Canada and the US will receive a free Thinkware FA200 dashboard camera, complete with a genuine Thinkware microSD card and Thinkware Hardwiring Kit. Each dashboard camera package has a retail value of \$200 USD, and the total value of the giveaway is \$10,000 USD. To enter the giveaway, individuals can nominate themselves or a frontline worker here:

<https://www.blackboxmycar.com/pages/10Kgiveaway>.



*BlackboxMyCar is partnering with Thinkware North America to give away \$10,000 worth of dash cams during the Healthcare Hero \$10K Giveaway from May 1st to May 15th, 2020.*

While the world is collectively dealing with the ever-increasing levels of stress and anxiety, healthcare professionals and frontline workers are facing unprecedented challenges and risks each day as they care for those who are hospitalized with the COVID-19 virus. Many of them are working longer hours, leaving their cars parked and unattended. For them, car protection and road safety are more important than ever before.

In March 2020, BlackboxMyCar held an interview with a Vancouver paramedic named Annelie Van der Heyden who had her work gear stolen from the trunk of her vehicle at her home. Annelie had left it in her vehicle because she did not want to potentially infect her family, and as a result, she was taken out of the workforce temporarily.

BlackboxMyCar CEO Alex Jang says, "Like everyone, we have been closely monitoring the news and working hard to map out a way to most effectively help where we can. When we first learned about the car theft in the news in late March that put Annelie out of work until she can replace all the vital work gear that was stolen, we were heartbroken. It made sense that with businesses shutting down in the city and people spending most of their time indoors and at home, it is going to affect crime levels. But we'd think that when the thieves saw what was inside the car, they would've realized and respected the importance of her role as a frontline worker working in times like this. This was not the case."



*BlackboxMyCar provided Annelie Van der Heyden with a Thinkware FA200 dash cam and a professional hardwire installation so that she will stay protected in the future.*

This incident sparked a lot of attention from news outlets, and Annelie has luckily had her gear returned back to her from individuals at a local shelter. She initially started a Go-Fund-Me page to subsidize the cost of replacing her gear and ended up raising \$500, but since it was returned, she has subsequently donated the money to support the Greater Vancouver Food Bank where the contributions have since risen to over \$7,200.

Jang continues, "Annelie's Go-Fund-Me page was what caught our attention initially, and we wanted to recognize her generous spirit by offering her a free Thinkware FA-200 dashboard camera, complete with a hardwiring installation. We know that the dashboard camera would be perfect in situations like this and a hardwiring installation would offer her parking surveillance and protection whenever she has to step away from her car. We understand that Annelie is not the only frontline worker faced with these predicaments and we know that everyone can benefit from the protection that dashboard cameras bring, so we decided to partner up with Thinkware to host the Healthcare Hero \$10K Giveaway. The giveaway is BlackboxMyCar's way of saying 'thank you' to all frontline workers. Let us take care of them while they take care of us."

**The Healthcare Hero \$10K Giveaway is open to all frontline workers from doctors, nurses and EMS/paramedics, to nursing home caregivers, pharmacists, hospital staff, police & CBP/CBSA agents.** Beginning today, May 1, frontline workers can visit <https://www.blackboxmycar.com/pages/10Kgiveaway> and sign up for a chance to win a Thinkware FA200 1-CH Dash Cam. Nominees will be honoured for their dedication and hard work, or volunteerism during the COVID-19 pandemic.

In addition to the giveaway, BlackboxMyCar will be sharing a series of blog posts to help people understand the importance of dashboard cameras and road safety through their blog <https://www.blackboxmycar.com/blogs/news>. We shared one on Annelie's story here: <https://www.blackboxmycar.com/blogs/news/protecting-frontline-workers-interview-with-a-paramedic>.

Accepting entries and nominations until Friday, May 15, 2020. BlackboxMyCar will announce the fifty winners between May 15th to June 1, 2020. Show your appreciation for a healthcare hero in your community and make your nomination now.

The giveaway, valued at \$10,000 USD, is made possible through a partnership with Thinkware North America. Join in and share the support throughout the month of May and June by tagging your dashboard camera footage and pictures with the hashtags, **@BlackboxMyCar** and **#MyCarLife**.

---

#### **About BlackboxMyCar:**

BlackboxMyCar is North America's largest dashboard camera retailer and has been in operations since 2012 in Richmond, BC. As the leading authority on dashboard cameras in North America, BlackboxMyCar not only supplies high-quality dashboard cameras to the community but also provides extensive, in-depth knowledge on dashboard cameras technology and offers peace of mind for drivers everywhere.



#160-13988 Maycrest Way  
Richmond, BC V6V 3C3, Canada

Email: [info@blackboxmycar.com](mailto:info@blackboxmycar.com)  
Local: (604) 618 7788 • Toll-Free: 1 (888) 978 6560

---

Our brand is based around thought-leadership and being a trusted source for information on dashboard cameras for our customers, partners, and the media. We envision a future where every driver is protected from auto insurance fraud, careless driving and vehicle vandalism. We aim to protect our community so that every driver will feel safe on the road, trusting a dashboard camera as a silent witness on board to provide video evidence will ultimately create a safer community around us.

**Media Contact:**

Joseph Choi, Marketing Manager  
+1 (778) 898 7011  
[joseph@blackboxmycar.com](mailto:joseph@blackboxmycar.com)

**BlackboxMyCar Press Kit:**

<https://www.blackboxmycar.com/pages/press>

**BlackboxMyCar Healthcare Hero \$10K Giveaway**

<https://www.blackboxmycar.com/10Kgiveaway>