California Ambulance Association and Life-Assist Announce New Strategic Partnership

Two-year collaboration will strengthen engagement, education and support for California's ambulance and EMS community

SACRAMENTO, CA, UNITED STATES, September 4, 2026 /EINPresswire.com/ -- The California Ambulance Association (CAA) and Life-Assist today announced a new Strategic Partnership designed to create a sustained, year-round relationship supporting the people, organizations and programs advancing emergency medical services across California.

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>
> *Bryan Holliday, CEO of Life-Assist*

The agreement moves beyond traditional individual event sponsorships to establish Life-Assist as an active Strategic Partner of CAA. Over the course of the partnership, Life-Assist will have a significant presence across CAA programs and events, providing ongoing opportunities to engage directly with ambulance providers, EMS leaders and the broader California EMS community.

Life-Assist will be prominently involved in CAA's Annual Conference, Stars of Life, Service Excellence Awards and other education, networking and professional development initiatives. The organizations will also work together on CAA programs and activities throughout the year, with Life-Assist participating in member communications, industry events and opportunities designed to strengthen connections across California EMS.

"Life-Assist has been part of the EMS community since 1977, and we have never lost sight of the trust that comes with serving the people who dedicate their lives to caring for others," said Bryan Holliday, President and CEO of Life-Assist. "California is our home, and we are incredibly proud to deepen our relationship with the California Ambulance Association and the professionals they represent. This partnership gives us another meaningful way to listen, stay connected and support those who strengthen EMS across our state every day. We are grateful for the opportunity to stand alongside them and to continue earning the privilege of serving this community."

Founded in 1977 and headquartered in Rancho Cordova, California, Life-Assist is the largest

employee-owned distributor of emergency medical supplies and equipment serving EMS agencies and First Responders nationwide. Life-Assist offers a comprehensive range of products supporting clinical care and EMS operations, from trauma, diagnostics, airway and oxygen equipment to patient transport, IV therapy, pharmaceuticals, infection control, rescue, mass-casualty response and training. The company's mission, "Helping Heroes Save Lives," reflects five decades of commitment to the people and organizations who dedicate themselves to caring for others.

For CAA, the partnership provides an opportunity to bring a long-established California EMS supplier into closer and more consistent engagement with the association and its members. Life-Assist will be visible not only at major events but throughout the year, creating opportunities for dialogue, collaboration and direct interaction with the organizations delivering ambulance services throughout the state.

"CAA is strongest when we bring together the people and organizations that share a genuine commitment to advancing ambulance services in California," said Steve Grau, President of the California Ambulance Association. "Life-Assist has a long history of supporting EMS, and this partnership gives us the opportunity to build on that relationship in a much more meaningful way. We're excited to have them engaged with our members throughout the year — at our events, through our programs and, most importantly, as part of the broader conversation about how we continue to strengthen and move California EMS forward."

The partnership will be visible immediately at the 2026 CAA Annual Conference in Anaheim, where Life-Assist will participate as a major event partner and exhibitor. Its involvement will continue into 2027 through CAA's flagship programs, including Stars of Life in Sacramento, as well as ongoing member engagement and association activities.
Both organizations said the intent is to develop a relationship that goes beyond branding and event presence. The Strategic Partnership is designed to provide a platform for Life-Assist and CAA to remain connected throughout the year and to identify new opportunities to support California's ambulance professionals and the communities they serve.

About the California Ambulance Association
The California Ambulance Association represents ambulance providers and the professionals who deliver mobile healthcare and emergency medical services throughout California. CAA advocates on behalf of its members before state government and regulatory agencies while providing education, information, professional development and opportunities for collaboration across the ambulance and EMS community.

About Life-Assist
Life-Assist has been serving First Responders since 1977 with a purpose that has remained consistent for nearly five decades: Helping Heroes Save Lives. Headquartered in Sacramento, California, Life-Assist is the largest employee-owned, nationwide distributor of emergency medical supplies and equipment in the U.S., with distribution facilities in California, Kansas City,

Kansas and Charlotte, North Carolina serving EMS agencies and First Responders across the country. Life-Assist is committed to supporting the First Responder community through philanthropic initiatives including Project Pink, with a donation from sales benefiting metastatic breast cancer research. www.life-assist.com

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