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## **Yorkville Sound Founder and Chairman Jack Long Appointed to the Order of Canada**

Toronto, Canada -- (June 30, 2014) - His Excellency the Right Honourable David Johnston, Governor General of Canada, announced today the 2014 appointments to the Order of Canada. Included on this esteemed list of recipients is Yorkville Sound Founder and Chairman, Jack Long.

The Order of Canada, one of our country's highest civilian honours, was established in 1967, during Canada's centennial year, to recognize outstanding achievement, dedication to the community and service to the nation.

This is a very special honour and richly deserved. Jack is being recognized for his engagement as a pioneer in Canada's music retail and manufacturing industries who is committed to musicians, customers and employees across the country.

"Making music is a lifelong passion," says Jack. "Music is something that can improve peoples' lives."

Long and McQuade was founded in 1956 when Jack had the idea of selling instruments to friends in the industry. Fifty-eight years later, the chain has 65 Canadian locations serving musicians from coast to coast.

In addition to building Long & McQuade, Jack also established Yorkville Sound as a separate manufacturing and distribution company in 1963.

Yorkville Sound continues to manufacture Yorkville Pro Audio, VTC ProAudio and the iconic Traynor guitar and bass amp brands at its facility in Pickering Ontario.



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**ABOUT YORKVILLE** – Yorkville Sound has been a manufacturer of PA systems and loudspeakers, Traynor instrument amplifiers, installed audio systems and accessories since its inception in 1963. The company now employs over 250 people in a 150,000 sq ft facility in Pickering Ontario, Canada (a suburb of Toronto).

In addition to its manufacturing capability, Yorkville Sound is an importer and distributor of microphones, and accessories under the **Apex brand** ([www.apexelectronics.com](http://www.apexelectronics.com)) as well as studio effects, signal processors, microphone preamps and accessories under the brand name **Applied Research & Technology** (ART) ([www.artproaudio.com](http://www.artproaudio.com)) originally based in Rochester New York. Yorkville Sound is also the exclusive distributor of **Hughes & Kettner Amplifiers** for North America; **Epiphone Guitars**, **Gibson Guitars**, **Mapex Drums**, **Los Cabos Drumsticks**, **Line 6**, **Rotosound Strings**, **Dean Markley Strings** as well as **Gallien-Krueger** amplifiers for Canada.

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