



## Courage Under Fire

*After devastating fire, Go Glass and Accessories is back up and running. Their valiant effort to get their business back up and running is astounding. Building destroyed but ambition not extinguished.*

([PRWEB](#)) January 17, 2004 --It has been an unforgettable week of sweat and tears for Go Glass & Accessories owner Elwood Taylor and his wife Beth following the devastating fire that destroyed their existing business at 999 Memorial Avenue last Monday night, 5th January.

Yet, despite their ruinous losses, the couple is not willing to extinguish their business dreams and have demonstrated tremendous courage under fire by working around the clock to re-open a new business location at 727 Memorial Avenue. Clients, colleagues and the public in general have been overwhelmed by their remarkable recovery efforts, which began the night of the fire and resulted in the new store being partially open for business the very next day. In fact, three new windshields were fitted for customers before noon that following day. Since then, the Taylor's, Go Glass staff and contractors alike have worked non-stop to re-establish the company's presence within Thunder Bay and have been personally visiting local community members to inform them that: "Go Glass is good to go and wants their business."

Says Elwood Taylor, Owner of Go Glass & Accessories; "After 20 years of hard work and dedication to establish the business known as Go Glass & Accessories, the decision whether to push forwards and onwards or not, was clear cut. There are not only customers and staff that depend on the future of Go Glass but I remain focused on the long term vision that I have always worked towards for the company. It has been an incredibly turbulent week for everyone involved between dealing with the shock of the fire itself, the consequent investigation which was ruled accidental, insurance companies and then the enormous task of re-locating. All of this has only been made possible thanks to the incredible support and physical efforts we have received from staff, friends and the community at large. Our main mission now is to let everyone know that we are still here and stronger than ever. Our address is different but that's all that has changed. We are still committed to providing the same top quality products; windshield repairs, replacements and accessories and the highest standards of customer care."

The fast and effective recovery of Go Glass & Accessories makes a bold statement about Mr. Taylor's confidence in the local Thunder Bay business market. Indeed, statistics from the Council of Canadian Fire Marshals and Fire Commissioners reveal that of the 623 businesses that are destroyed annually by fire across Canada on average, only a minority are inclined to turn in the face of adversity and rekindle their business efforts.

The new Go Glass & Accessories store will be hosting an official re-opening ceremony, to be announced.

Elwood and Beth Taylor would like to invite members of the press to the new store to view the progress of the relocation efforts and to meet with the Go Glass & Accessories team.

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