



PRESS RELEASE

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CETRONIA AMBULANCE CORPS AND PARKLAND SCHOOL DISTRICT RECOGNIZE BYSTANDERS FOR SAVING A LIFE

FOR IMMEDIATE RELEASE, ALLENTOWN, PA - Representatives from Cetronia Ambulance Corps, Parkland School District and a very grateful family, held a special recognition presentation which surrounded the use of CPR that saved the life of one of our community members while they were partaking in a concert at Parkland High School.

On Friday, August 23, 2013, while preparing to play at a band concert at Parkland High School, James Evans went into sudden cardiac arrest. Luckily for him and his family, four of the bystanders were trained in CPR and AED administration and immediately sprung into action. As part of the recognition on September 27th, John Harbove of Coopersburg; Bonnie Treadway of Kutztown; Cindy Criswell of Allentown and Robin Baker of Wescosville were honored as “Community Heroes”.

As part of its non-profit mission, Cetronia Ambulance Corps is very focused on community education and outreach, with a major emphasis on teaching residents how to properly perform “Hands-Only” CPR. “Sudden cardiac arrest is the leading killer of all Americans, and our goal is to increase the survival rate in the communities we serve by raising awareness and educating people on how to react if they witness this,” said Larry Wiersch, Chief Executive Officer of Cetronia Ambulance Corps. By learning three simple steps – call 911; push hard and fast in the center of the chest to the beat of “Stayin’ Alive” and using an AED (if its available) – we will be able to save more lives in our communities.

Improving survival from cardiac arrest requires a collective community response. While we celebrate the efforts of these bystanders, we must also praise the Parkland School District for

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recognizing the importance of having AED's readily accessible at their facilities. PSD recently invested \$32,000 to purchase and install 25 AED's on district property. "We are so thankful that these brave bystanders jumped into action to save a life by utilizing one of our AED's. This is the second life that has been saved on the Parkland High School campus in the last few years by a nursing operating an AED – proof for any community that AED's are truly lifesaving devices and an important part of any facility," stated Richard Snisack, Parkland Superintendent of Schools.

Hands-Only CPR focuses on immediate chest compressions and does not include mouth-to-mouth breaths. In the instance of sudden cardiac arrest, it is crucial that CPR is started immediately. For every minute that passes without CPR, the chance of survival decreases by 10%. According to the American Heart Association, 80% of sudden cardiac arrests are witnessed by a bystander. If you know how to properly perform CPR, you can save a life! If you are interested in a class, please visit our website at www.cetronia.org or call Caitlin Stibitz at 610-530-5511.

Cetronia Ambulance Corps, founded in 1955, is a non-profit, 501(c)3 community based emergency medical services provider prominently located in the Lehigh Valley. Cetronia Ambulance Corps is one of the largest providers of ambulance services in Eastern Pennsylvania; employing 125 full and part time career associates, 20 active volunteers and boasting a total fleet of 32 vehicles, including 18 ambulances, 11 para-transit vehicles, a supervisor's vehicle, medicar and a special operations unit. Cetronia provides basic and advanced life support ambulance, para-transit, wheelchair, and stretcher van services to serve the communities emergency medical service and medical transportation needs. Cetronia Ambulance Corps is accredited by the Commission on Accreditation of Ambulance Services (CAAS) for its superior care, rapid response and performance excellence and is the only nationally accredited EMS agency in Eastern Pennsylvania, one of only seven in the state and one of only 144 in the nation. As the regional leader in High Performance EMS, Cetronia Ambulance Corps receives over 44,000 requests for service annually, covering an emergency service area that spans across 108 square miles and a non-emergency coverage area that encompasses seven counties. Cetronia Ambulance Corps provides Health on Wheels™ and is dedicated to saving lives and partnering with community every day.

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