



Contact:

[Press Contact Name for any questions, title if applicable]

Office: 555-555-5555

Cell: 555-555-555

FOR IMMEDIATE RELEASE: [Date]

[City], MN –

FREE PUBLIC CPR TRAINING AT [LOCATION]

IN HONOR OF NATIONAL CPR & AED AWARENESS WEEK

[Your organization or group name] are proud to announce a free CPR training event at [Location] on [Date].

[30 minute or 1-hour] trainings will be offered on the [specific location, if applicable] throughout the day at the following times:

[List time(s)]

Attendees will be trained to spot a sudden cardiac arrest (SCA), call 911, provide hands-only Cardiopulmonary Resuscitation (CPR) and use and AED. These actions are key in the chain of survival and need to be executed as soon as possible or the victim will likely die in minutes.

Special guests will include [Speaker or local celebrity, if applicable]. Food and drinks will graciously be provided by [Sponsor, if applicable].

ABOUT SUDDEN CARDIAC ARREST

Sudden Cardiac Arrest (SCA) is a leading killers in the US with nearly 400,000 deaths per year. That is more than lung cancer, stroke, breast cancer and AIDS combined. Unlike Other deadly diseases, YOU can be the hero. With CPR survival doubles. With an AED survival triples. That is hope, and it is in your hands. And the truth is, the victim you save with CPR is most likely going to be someone you know – a child, spouse, parent or friend – as 88% of SCA's happen in the home.

ABOUT (YOUR ORGANIZATION OR GROUP)

Short 2-3 lines about your mission and website or social site mention to learn more.

ABOUT (YOUR SPONSOR, IF APPLICABLE)

Short 2-3 lines about your mission and website or social site mention to learn more.

###

BEFORE YOU SEND:

- Fill out all sections in yellow and/or delete unnecessary sections (including this one!). See our CPR Week Training Planning Guide for an example of this document on page 12.
- Update text to black
- Add relevant info as necessary – be sure to keep it scannable and to the point
- Save file as new name such as "CPR Week Training Press Release"
- Write a short but special note as possible to the press contacts in your email of why it is important, how they can help, etc. You can both paste the press release details below your message and attach it.