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EMS STRONG ANNOUNCES ‘STRONGER TOGETHER’ CAMPAIGN; HONORS EMS PROFESSIONALS

Campaign unifies the profession and brings awareness to National EMS Week, May 20-26

WASHINGTON 1B **March 15, 2018**– The American College of Emergency Physicians (ACEP), in partnership with the National Association of Emergency Medical Technicians (NAEMT), is proud to announce this year’s EMS STRONG campaign theme: STRONGER TOGETHER. The annual EMS STRONG campaign provides opportunities to recognize the emergency medical services (EMS) community, enhance and strengthen the profession on a national level, and expand and celebrate National EMS Week, May 20-26, 2018.

The campaign brings together key organizations, media partners, and corporate sponsors that are committed to recognizing and fortifying the EMS community, commending recent groundbreaking accomplishments, and increasing awareness of National EMS Week.

“Last year’s devastating disasters and mass casualty incidents revealed the strength, dedication, and willingness of the EMS community to come to together, across the nation, in a time of dire need to aid our country,” says Dr. Paul D. Kivela, president, ACEP. “Now, more than ever, we must come together and honor the sacrifices that the EMS community makes by increasing awareness and finding opportunities to protect and pursue the interests of our nation’s EMS professionals.”

EMSSTRONG.org serves as a resource for stakeholders and the public to learn of inspiring stories from EMS practitioners, ways to get involved and EMS Week ideas, activities, and templates. The website, which is also home to the annual EMS Week Planning Guide, encourages EMS personnel and stakeholders to promote their own industry and share content on social media platforms.

“NAEMT is devoted to a future in which EMS is highly recognized and respected across all health care professions and among other health care stakeholders,” stated NAEMT President Dennis Rowe.

“Whether it be through funding, resources, or political and public support, an enhanced EMS workforce allows practitioners to provide better patient care.”

EMS Week dedicates each day to specific themes under the ‘Stronger Together’ umbrella. First responders are encouraged to plan activities and events around these themes in their communities.

- Monday, May 21: Education Day
- Tuesday, May 22: Safety Day
- Wednesday, May 23: EMS for Children Day
- Thursday, May 24: Save-A-Life Day
- Friday, May 25: EMS Recognition Day

Integral to the campaign’s success is the continuing involvement of the corporate sponsors, strategic association partners and strategic media partners.

Corporate Sponsors include:

Genentech, Medtronic, National Registry of Emergency Medical Technicians (NREMT), Priority Ambulance, Stryker Medical, Teleflex Medical, American Heart Association, Bound Tree Medical, PerSys Medical, Rev Group, Air Methods, Ferno, Inc., Laerdal Medical and Moore Medical

Strategic Association Partners include:

American Ambulance Association, Commission on Accreditation for Prehospital Continuing Education, Committee on Accreditation of Educational Programs for the EMS Professions, International Association of Fire Chiefs, International Association of Fire Fighters, International Public Safety Association, National Association of EMS Educators, National Association of EMS Physicians, National Association of State EMS Officials, National EMS Management Association, National Registry of EMTs and National Volunteer Fire Council

Strategic Media Partners include:

EMS1.com, EMS World and JEMS

For more information on the campaign, please visit: EMSSTRONG.org.