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EMS STRONG'S 'CALLED TO CARE' THEME CELEBRATES AND INSPIRES THE EMS COMMUNITY; EXPANDS EMS WEEK

Dallas, Texas, February 23, 2016— The American College of Emergency Physicians (ACEP), in partnership with the National Association of Emergency Medical Technicians (NAEMT), announces this year's EMS STRONG theme: "Called to Care". The campaign continues to recognize and inspire emergency medical services (EMS) personnel, strengthen the profession on a national level, and expand and amplify National EMS Week (May 15-21).

The campaign brings together key associations, media partners, and corporate sponsors who are committed to celebrating the EMS professional, strengthening the profession, and bringing EMS Week into the future.

"ACEP has been a long-time supporter of national EMS week," said ACEP president Dr. Jay A. Kaplan, FACEP. "Through this ongoing annual campaign, and the partnership with NAEMT, we look forward to further expanding national EMS Week and bringing more awareness to the extraordinary men and women of EMS."

The campaign's website EMSSTRONG.org provides inspiring EMS personnel stories and profiles, as well as EMS Week ideas, activities, and templates. The website also encourages engagement from EMS personnel and invites them to share EMS STRONG content with their own social media networks.

"NAEMT is dedicated to representing the professional interests of all EMS practitioners, including federal leadership, funding, and public policy," said NAEMT President Conrad "Chuck" Kearns, MBA, Paramedic, A-EMD. "Through this partnership with ACEP, the EMS STRONG campaign is elevating the importance of supporting and recognizing all of those who have been called to care."

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

Corporate Sponsors include:

Platinum: Genentech

Gold: Medtronic, OnStar, Stryker, Teleflex

Silver: American Heart Association, Bound Tree Medical

Bronze: ESO Solutions, Jones & Bartlett Learning, Laerdal Medical Corp., Moore Medical

Strategic Association Partners include:

American Ambulance Association, Committee on Accreditation of Educational Programs for the Emergency Medical Services 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 Emergency Medical Technicians

Strategic Media Partners include:

EMS1.com, EMS WORLD, JEMS

For more information on the campaign, please visit: [EMSSTRONG.org](https://www.EMSSTRONG.org)

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