



## **SAMPLE PRESS RELEASE**

# **You Don't Have to be a Superhero To Save a life**

Project Heart Start New Mexico Teaches the New CPR  
on **Saturday, DATE** at **LOCATION**

(Albuquerque, NM) – Sudden cardiac arrest kills more than 300,000 people in the U.S. every year, which accounts for about one in every six deaths in the U.S. Some of those deaths could have been prevented if those close by had been aware of a few simple, lifesaving steps.

**On Saturday, June 23rd, 2011 at UNM Johnson Center – South Gym , New Mexico Heart Institute and KOAT's Project Heart Start** will teach Albuquerque families a “new” form of CPR called Compression-Only Cardiopulmonary Resuscitation (CPR). This is the third year for this important event. If an adult suddenly collapses, the new CPR requires the rescuer to call 911 and then compress the chest hard and fast at around 100 compressions a minute. This means: no more fumbling around trying to find a pulse, no rescue (mouth-to-mouth) breathing and no complicated sequences to remember. It is easy to learn and more importantly, easy to remember.

Project Heart Start will teach the “new” CPR utilizing an original KOAT Channel 7 video featuring Dr. Barry Ramo and Marissa Maez in conjunction with hundreds of volunteer facilitators. The facilitators will work with small groups utilizing a mannequin to teach proper chest compression. The experience will be ideal for families to learn a lifesaving technique together. *The event does not provide CPR certification. If certification is needed, the standard four-hour course is necessary.* Also new this year, Project Heart Start will be holding simultaneous events around the state of New Mexico in Santa Fe, Roswell, Farmington, Gallup, Hobbs, Las Cruces, Silver City, Clovis, Portales and Alamogordo.

“Many citizens may not choose to do CPR on a person having cardiac arrest because they fear doing it wrong or because of the mouth-to-mouth aspect,” said Project Director and New Mexico Heart Institute cardiologist Dr. Barry Ramo. “The New CPR is going to change that and change the lives of New Mexicans.”

**What:** KOAT's Project Heart Start New Mexico

**When:** Saturday, June 23rd, 2012

8 a.m. Session

9 a.m. Session

10 a.m Session (Participants should plan on coming to one of the three sessions)

**Where:** UNM – Johnson Center – South Gym, **Central & Stanford -- Albuquerque, New Mexico**

**Major Sponsors:**

**Name**

**Name**

**Name**

For more information, please go to .....  
Contact: name, phone, e-mail

**Optional:**

*List of other Heart Start locations throughout the state:*

Santa Fe – Santa Fe High School, Toby Roybal Gym, 2100 Yucca St., Santa Fe

Farmington – San Juan Health Partners Cardiology, 407 S. Schwartz, Suite 101, Farmington

Gallup – Hiroshi Miyamura High School, Gym, 680 S Boardman Ave., Gallup

Las Cruces – Pan American Center, University Blvd. & Triviz., Las Cruces

Hobbs – Freshmen High School, Gym, 1435 E. Sanger, Hobbs

Roswell – NMMI, 101 W. College Blvd., Roswell

Silver City – WNMU, Brancheau Gym, 1000 W. College St., Silver City

Clovis – Clovis Community College – Health & Fitness Center, 417 Schepps Blvd., Clovis

Portales - ENMU-Portales, Greyhound Arena, Room 2, Portales

Alamogordo – American Legion Post 34, 20880 Highway 70 West, Alamogordo