**FOR IMMEDIATE RELEASE**

**Contact: NAME**

**(Title)**

**(Telephone number)**

**(Email)**

# (Emergency Responder NAME) receives American Heart Association’s

# Mission: Lifeline EMS Gold Recognition Award

**CITY, DATE, 2018** — (**AGENCY NAME**) has received the American Heart Association’s Mission: Lifeline® EMS Gold Award for implementing quality improvement measures for the treatment of patients who experience severe heart attacks.

Every year, more than 250,000 people experience an ST elevation myocardial infarction (STEMI)the deadliest type of heart attack caused by a blockage of blood flow to the heart that requires timely treatment. To prevent death, it’s critical to restore blood flow as quickly as possible, either by mechanically opening the blocked vessel or by providing clot-busting medication.

The Mission: Lifeline initiative provides tools, training and other resources to support heart attack care following protocols from the most recent evidence-based treatment guidelines. Mission: Lifeline’s EMS recognition program recognizes emergency medical services for their efforts in improving systems of care to rapidly identify suspected heart attack patients, promptly notify the medical center and trigger an early response from the awaiting hospital personnel.

“(**Agency Name**) is dedicated to providing optimal care for heart attack patients,” said (**Agency Spokesperson Name/Title**). “We are pleased to be recognized for our dedication and achievements in emergency medical care efforts through Mission: Lifeline.”

“EMTs and paramedics play a vital part in the system of care for those who have heart attacks,” said Tim Henry, M.D., Chair of the Mission: Lifeline Acute Coronary Syndrome Subcommittee. “Since they often are the first medical point of contact, they can save precious minutes of treatment time by activating the emergency response system that alerts hospitals to an incoming heart attack patient. We applaud (**Agency Name**) for achieving this award in following evidence-based guidelines in the treatment of people who have severe heart attacks.”

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**About [Agency Name]:**

**[Insert Agency boiler plate]**

**About Mission: Lifeline**

The American Heart Association’s Mission: Lifeline® program helps hospitals and emergency

medical services develop systems of care that follow proven standards and procedures for acute coronary syndrome patients. The program works by mobilizing teams across the continuum of care to implement American Heart Association/American College of Cardiology clinical treatment guidelines. For more information, visit [heart.org](http://www.heart.org).

***ADDITIONAL RESOURCES***

**Social Media Posts**

**Twitter**

We’re proud to achieve recognition by @American\_Heart with a <M:L award received>! #MissionLifeline

Patient care is our No. 1 priority. **[Hospital Name]** has received a <M:L award received>. #MissionLifeline

**Facebook**

We are proud to achieve recognition by the American Heart Association for following the latest research-based standards for severe heart attacks with a <M:L award received>. Find out more at <http://bit.ly/TU8daL>

**[Hospital Name]** has earned a <M:L award received> which demonstrates adherence to clinical guidelines to support better outcomes for all cardiac patients. Learn more at <http://bit.ly/TU8daL>