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‘ALWAYS IN SERVICE’ CAMPAIGN CELEBRATES THE MEN AND WOMEN OF EMS; PROMOTES EMS WEEK

Campaign unifies the profession and brings awareness to National EMS Week, May 21-27

Dallas, Texas March 24, 2017– 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: Always In Service. EMS STRONG is an annual campaign designed to unite and inspire emergency medical services (EMS) personnel, strengthen the profession on a national level, and expand and celebrate National EMS Week, May 21-27.

The ongoing annual campaign continues to bring together key associations, media partners and corporate sponsors who are committed to strengthening the profession, celebrating EMS professionals and helping bring attention to National EMS Week.

“EMS professionals provide service and compassion to their communities every minute of every day, and that’s what this year’s theme pays tribute to,” says Dr. Rebecca Parker, president, ACEP. “It’s an exciting time in EMS – from research and innovations to new approaches in patient care and safety – we are proud to recognize EMS professionals and their commitment to serving others.”

More information on the campaign is available at EMSSTRONG.org. The website provides a wide range of resources, including inspiring EMS personnel stories and profiles, and EMS Week ideas, activities, and templates. EMS professionals from around the world are also encouraged to join the social media conversations on what it means to be #EMSSTRONG.

This year’s campaign also features specific themes for each weekday of EMS WEEK. First responders are encouraged to plan activities and events around the themes in their communities:

- Monday, May 22: Education Day
- Tuesday, May 23: Safety Day

- Wednesday, May 24: EMS for Children Day
- Thursday, May 25: Save-a-Life Day
- Friday, May 26: EMS Recognition Day

“EMS Strong is a philosophy that guides our profession through the daily challenges and, often, severe conditions we face,” says Dennis Rowe, president, NAEMT. “Those who wear the Star of Life proudly promote the health of the public, reduce injuries, save lives, and serve our communities every day.”

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

Strategic Partners include:

Eagle Pharmaceuticals, Genentech, Allina Health Emergency Medical Services, American Heart Association, Stryker Medical, Teleflex Medical, Bound Tree Medical, PulsePoint Foundation, Ferno, Inc., Laerdal Medical, Medtronic, 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 Firefighters, International Public Safety Association, National Association of EMS Educators, National Association of EMS Physicians, National EMS Management Association, National Association of State EMS Officials, National Registry of Emergency Medical Technicians, National Volunteer Fire Council

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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