



Marion County Board of County Commissioners Marion County Fire Rescue

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www.marioncountvfl.org/firerescue.htm



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Note: In partnership with MCFR, Central Florida Community College students Cole Northsea and Marty Bell contributed to this release as part of Rob Marino's media release class competition.

TIME IS MUSCLE: MCFR LAUNCHES AGGRESSIVE EMS CAMPAIGN

Photo Opportunities/Interviews Available

WHO: Marion County Fire Rescue (MCFR) in cooperation with local senior communities: Del Webb Spruce Creek and On Top of the World[®] Communities

WHAT: National Emergency Medical Services (EMS) Week 2009: *Time Is Muscle*

WHEN: May 17-23, 2009

WHERE: Del Webb Spruce Creek: Horizon Center (13601 Del Webb Boulevard)
Monday, May 18 9 a.m. – 10 a.m.

On Top of the World[®] Communities: Live Oak Hall (8415 SW 80th Street)
Thursday, May 21 9 a.m. – 10 a.m.

WHY: In celebration of National EMS Week, MCFR is partnering with two local retirement communities as part of the department's pilot campaign, *Time Is Muscle*. The goal of the campaign is to teach seniors the warning signs and symptoms of cardiac emergencies, such as heart attacks. The *Time Is Muscle* theme serves as an important reminder that the heart muscle faces extreme pressure during a cardiac emergency and will start to die without proper and immediate medical attention.

As part of the presentations, MCFR will provide hands-on demonstrations on cardiopulmonary resuscitation (CPR), automatic external defibrillators (AEDs), heart monitors and other life-saving equipment. EMS transport personnel will also display other equipment at each event.

While MCFR has participated in National EMS Week for several years, this marks the first year since MCFR added ambulance transport to its growing mission. On October 1, 2008, MCFR became the sole provider of ambulance transport for all Marion County citizens, including those living in Belleview, Dunnellon, McIntosh, Reddick and the city of Ocala. Since then, MCFR has improved the level of service, increased the number of ambulances ready to respond and saved tax dollars.

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