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September 27, 1993

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## MEDIA ADVISORY

### BCBSF To Donate CPR Mannequins to American Red Cross

- WHO:** Blue Cross and Blue Shield of Florida
- WHAT:** Presentation of three CPR mannequins to the American Red Cross, a CPR demonstration and life-saving testimonial from a Pensacola resident who saved his father's life five days after CPR certification.
- WHEN:** 1:00 PM - 1:30 PM - Wednesday, September 29, 1993
- WHERE:** American Red Cross - Pensacola Chapter  
1741 North Palafox Street
- WHY:** BCBSF's donation will help the American Red Cross ensure that there is enough equipment to train volunteers throughout Escambia County. These mannequins will be used to teach CPR/Safety classes at the American Red Cross and in the workplace.

The National Headquarters of the American Red Cross has implemented Standards of Excellence for chapters to meet in order to be re-chartered. In order for the Pensacola Chapter to meet these standards in health services, **5% of Escambia County residents (13,400 individuals)** must be certified in CPR/Standard First Aid by the 1994/95 fiscal year.

According to Florida's Vital Statistics Department, a total of 385 people drowned in the State during 1991, 13 of whom drowned in Escambia County. According to Emergency Medical Services, drowning is the second-leading cause of death in children 5-17. When resuscitation is performed within four minutes, the survival rate is 70 percent.

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