SHREVEPORT FIRE

D E P A R T M E N T

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Ronald C. Mulford, Fire Chief

DATE: Nov. 8, 2013

PRESS RELEASE
To: NEWSROOM
For Immediate Release
Contact: Asst. Chief Fred Sanders: 673-6652

Firefighters to Collect for American Heart Association

In a move that is beginning to be an annual event, the firefighters of Northwest Louisiana are getting together to collect for the American Heart Association in what is being called the "Golden Hour." According to event organizer and Shreveport Fire Department Retired Battalion Chief Tank Williams, the Golden Hour is symbolic in that it represents the 60 minutes that someone experiencing heart attack symptoms has to seek and receive medical attention in order to have the greatest chance for survival.

Chief Williams, a heart attack survivor, has taken that golden hour concept and applied it to an all-out 60-minute full-court press to collect money to help fight heart disease. "This disease affects a great number of Americans and firefighters and taking the time to help with increasing awareness and funding research and the other great work of the American Heart Association is something that we feel very passionate about," says Williams.

The logistics for the "Golden Hour" fundraising event are as follows:

When: Saturday, Nov. 9, 2013
Time: 11:00 a.m. – 12 noon
Where: At an intersection near you!

For more information on this event, please contact Chief "Tank" Williams at 393-7916 or Chief Fred Sanders at 673-6652 to learn more about the American Heart Association visiting them at http://www.americanheart.org/ .

The Golden Hour!!!

American Heart Association®

Learn and Live™

NWLF

It's time for our

"Golden Hour"

To benefit

The American Heart Association

To be held on

Nov. 9, 2013

11:00 am-12:00 pm

All money will be donated on behalf of

Northwest Louisiana Firefighters