



NEWS RELEASE

**FOR IMMEDIATE RELEASE**

**Media Contact:**

Jenna Beach, Marketing & Public Relations  
2316 First Avenue South | Birmingham, AL 35233  
205.329.7528 Phone | 205.332.4528 Cell  
jbeach@sportssafety.org | SportsSafety.org

**City of Lincoln Creates Safer Playing Environment for Youth Athletes**

*Lincoln Parks and Recreation Participates In Program That Provides Life-Saving Resources*

**BIRMINGHAM, Alabama – October 15, 2013** –The National Center for Sports Safety (NCSS), a local 501(c)(3) non-profit founded by Dr. Larry Lemak, announced today its plans of providing two Automated External Defibrillators (AEDs) and fully stocked emergency first aid kits to the Lincoln Parks and Recreation. The City of Lincoln applied to the program in an effort to decrease the number of sports fatalities in Alabama, specifically the number of deaths resulting from Sudden Cardiac Arrest.

According to the American Heart Association, it is estimated that more than 95% of cardiac arrest victims die before reaching the hospital. Many of these deaths can be prevented if an AED unit is on-site and the proper precautions are taken. With the financial support from Altec, Inc., the State of Alabama and an anonymous donor, the NCSS program aims to decrease Sudden Cardiac Arrest deaths by 50%.

“We are grateful for the donations made to our organization to support this program,” said NCSS Executive Director, Kathryn Gwaltney. “Our goal with this program is to create sports safety awareness in Alabama communities and prevent as many injuries as possible. We are successful if we are able to save at least one life by implementing our program.”

NCSS also hopes to educate Lincoln Parks and Recreation directors, volunteer parents and coaches in sports safety techniques and skills using the NCSS PREPARE course at no cost to the department. To date, the NCSS has educated over 14,000 coaches by using the PREPARE course. Developed by a team of medical experts, the sports safety course educates coaches on how to recognize symptoms of potentially dangerous conditions and how to respond in emergency situations.

The City of Lincoln will receive the AED units and emergency first aid kits during a city council meeting on October 22<sup>nd</sup>. Citizens and other interested parties are encouraged to attend.

For more information about NCSS please visit [SportsSafety.org](http://SportsSafety.org) or call 866.508.NCSS (6277).

**About NCSS**

Dr. Lawrence Lemak founded the NCSS in 2001 to promote the importance of injury prevention and safety on all levels of youth sports through education and research. NCSS focuses on decreasing the number and intensity of injuries through developing and teaching sports-safety courses. NCSS also collects, analyzes and researches injury data to improve safety practices.

###