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**FIREHOUSE SUBS PUBLIC SAFETY FOUNDATION SUPPORTS
DENVER FIRST RESPONDERS IN HONOR OF
SUDDEN CARDIAC ARREST MONTH**

More than \$209,000 in equipment grants awarded

DENVER, CO – In an effort to increase lifesaving capabilities and improve public safety across Colorado, the Firehouse Subs Public Safety Foundation will award \$209,598 worth of equipment grants to **nine** Greater Denver first responder organizations on **October 23, 2019**. The dedication ceremony will take place at **11:00 a.m. at the West Metro Fire Rescue Training & Event Center, located at 3535 S Kipling St, Lakewood, CO 80235**. The event will recognize these organizations for their service, supply new equipment to help protect their communities and showcase equipment that will help first responders react quicker to cardiac arrest calls. Firehouse Subs Public Safety Foundation has awarded more than \$663,000 to Colorado first responders since its inception in 2005, but this set of grant awards will be recognized during Sudden Cardiac Arrest (SCA) Awareness Month. According to the Heart Rhythm Society¹, SCA claims over 350,000 lives a year – averaging to one life every two minutes. While it may appear similar to a heart attack, SCA is deadlier and requires a quicker response time. When sudden cardiac arrest strikes a victim their heart stops beating as a whole and they only have minutes to receive lifesaving defibrillation from an automated external defibrillator (AED) to survive. In these situations, first responders need the best possible supplies to help those in need. The Foundation is able to grant equipment, such as AEDs and mechanical cardiopulmonary resuscitation

¹ <https://www.hrsonline.org/sudden-cardiac-arrest-sca-awareness>

(CPR) devices, to local first responders to guarantee efficiency in situations where every second counts.

“We want to be sure our first responders are able to provide the best possible emergency care, no matter the situation they find themselves in” said Firehouse Subs Public Safety Foundation Senior Manager of Foundation Development, Meghan Vargas. “The right piece of equipment at the right time can make all the difference.”

The below encapsulates the grant awards being celebrated at the October 23 event to assist during sudden cardiac arrest emergencies:

- **Highland Rescue Team Ambulance District** received two mechanical CPR devices and accessories valued at \$24,146. The awarded equipment will allow first responders to provide more consistent and improved CPR during cardiac arrest calls, leading to more lives saved in these often fatal situations.
- **Elbert Fire Protection District** received one Physio Control Lifepak 15 cardiac monitor/defibrillator valued a \$30,018. The granted equipment will replace outdated equipment and assist the department when responding to cardiac arrest emergencies and those in need of advanced life support. Cardiac arrest victims only have four to six minutes to receive defibrillation before fatal consequences, which is why expanded public access and information is crucial increasing the number of lives saved in these situations.
- **Phillips County Healthcare Foundation, Inc. dba Melissa Memorial Hospital Foundation** received 14 AEDs valued at \$20,263. The awarded AEDs will be placed around Phillips County to expand the current AED program, and will help ensure the public is prepared to provide medical assistance if an individual goes into cardiac arrest. This grant will spread public awareness and increase knowledge about SCA and how to act fast to help those struck by it.

The following grants will also be celebrated at the event:

- **Aurora Fire Rescue** received wildland firefighting personal protective equipment valued at \$27,700. The awarded equipment, which includes 100 sets of jackets, pants, helmets and shroud/hoods, will replace old, damaged gear, allowing firefighters safety against all environments as they strive to protect their community.

- **Coal Creek Canyon Fire Protection District** received one utility terrain vehicle (UTV) valued at \$16,896. The awarded vehicle will allow firefighters to provide medical support in areas impassable by traditional emergency vehicles through Colorado's diverse terrain.
- **Crystal Lakes Fire Protection District** received 10 sets of bunker gear and 10 pairs of boots valued at \$23,150. The awarded gear, which includes coats, pants, boots and gloves will replace old, damaged gear, and protect firefighters while they provide safe and efficient services to the communities.
- **Greeley Police Department** received 21 helmets with 21 comms adaptors, valued at \$18,484. This new equipment will go toward outfitting the Greeley SWAT team, who are called out consistently throughout the year and need to be outfitted in full ballistic gear when responding to dangerous high-level scenarios.
- **City of Westminster Fire Department** received extrication lift bags valued at \$18,305. The awarded equipment will assist the department in rapidly responding to commuter rail incidents where victims may be trapped somewhere along the 100+ miles of territory the rail covers through metropolitan Denver.
- **Red Rocks Community College Foundation** received 10 portable radios and accessories, valued at \$30,636. The awarded radios will replace out-of-date technology, improving communication between RRCC Campus dispatchers and the police department.

Event attendees include West Metro Fire Rescue Training Center Manager Dean Wahl; first responders; Firehouse Subs Public Safety Foundation Senior Manager of Marketing & Communications Jackie Kotos; Firehouse Subs Public Safety Foundation Senior Manager of Foundation Development Meghan Vargas; West Metro Fire Rescue Community Education Specialist Susan Siato; and Firehouse Subs area representatives Bruce Gerstein and Gary Gonzalez.

Grant allocations are made possible thanks to the overwhelming support of Firehouse Subs restaurants and generous donors. Each restaurant recycles five-gallon pickle buckets, available to guests for a \$3 donation to the Foundation. In honor of October being First Responders Month, the Foundation's goal is to raise \$1,000,000 through \$1, \$5, and \$25 medallion donations available in each restaurant. Donation

canisters on register counters collect spare change, while the Round Up Program allows guests to “round up” their bill to the nearest dollar. The Foundation is also the beneficiary of a Charitable Sales Promotion where Firehouse of America (FOA) will donate a sum equivalent to 0.11% of all gross sales with a minimum donation of \$1MM through December 31, 2019.

To donate online and support Firehouse Subs Public Safety Foundation, visit FirehouseSubsFoundation.org.

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ABOUT FIREHOUSE SUBS PUBLIC SAFETY FOUNDATION

Firehouse Subs Public Safety Foundation was founded in 2005 in the aftermath of Hurricane Katrina, when Firehouse Subs Founders Chris Sorensen and Robin Sorensen traveled to Mississippi where they provided food to first responders and survivors. As they returned home, they knew they could do more and Firehouse Subs Public Safety Foundation was born, with the mission of providing funding, lifesaving equipment and educational opportunities to first responders and public safety organizations. Since its inception, the non-profit organization has granted more than \$46 million to hometown heroes in 49 states, Puerto Rico and Canada, including more than \$663,000 in Colorado.

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