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### **Heimlich Heroes™ Launches #GivingTuesday Campaign, *Because You Give, PEOPLE LIVE!***

Cincinnati, OH, November 16, 2018 – Heimlich Heroes announces participating in this year's #GivingTuesday global day of giving. It demonstrates the collective power of individuals, communities and organization—celebrating worldwide generosity. Following Thanksgiving and shopping events Black Friday and Cyber Monday, this year's #GivingTuesday takes place on November 27. This yearly event kicks off the giving season by inspiring people to give back.

**#GivingTuesday** was founded in 2012 by New York's 92nd Street Y, partnering with the United Nations Foundation. They launched a global movement that has engaged thousands of organizations worldwide.

As a small, growing non-profit organization, Heimlich Heroes relies on generous donations to support and continue its work. Since inception in 2013, the program has trained over 153,000 people. The training platform is specifically aimed at children. After training, kids are prepared to recognize and respond to a choking emergency with the proven Heimlich Maneuver®.

"While teaching, I saved two school children from choking using the Heimlich Maneuver," relays Terri Huntington, program manager. "Leading its critical life-saving mission, Heimlich Heroes continues to be a perfect fit for me," she continues. Huntington is a graduate of Bowling Green State University, and taught in public and private schools and in supplemental education for many years.

#### **Because you give, people live**

This year's campaign theme reinforces two central messages: 1) program knowledge and training can save lives in a choking emergency, and 2) the organization depends on donations, to continue making training available for everyone. A heart for service is core to the Heimlich Heroes' story. That's especially true for schools struggling to make ends meet. Donor generosity provides ongoing improvements and materials for underserved communities.

The program relies on one-time, ongoing and monthly donations to keep growing, distributing knowledge and information, and making a difference. Every dollar counts. Heimlich Heroes continues to expand materials, streamline user processes, and apply digital technology.



#GivingTuesday provides a perfect platform to promote Heimlich Heroes life-saving program and generate much-needed support and funds.

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### **About Heimlich Heroes**

Heimlich Heroes, a Deaconess Initiative, teaches kids grades 2-12, how to recognize, respond to, and prevent a choking emergency. This program teaches a life-saving technique and empowers young people to view themselves as potential heroes. To learn more about the program or to register your school or organization, visit <https://www.heimlichheroes.com>.

### **Heimlich Heroes**

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