

Heimlich Heroes aims to reach 55,000 kids nationwide in 2017

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Heimlich Heroes™, a Cincinnati-based nonprofit, trains young people how to recognize and respond to a choking emergency. The organization's goal is to train 55,000 kids in 2017.

To date, more than 60,000 kids have participated in the Heimlich Heroes training program. The organization's mission to eliminate preventable choking deaths will continue as it strives to teach 55,000 more kids how to save a life this year.

"Heimlich Heroes is an educational, interactive, program that equips kids with a life-saving technique," said program manager Terri Huntington. "Our goal has always been to save lives, but our target to train 55,000 kids in 2017 pushes our organization to increase awareness as we continue to seek excellence in all aspects of our program."

Since the program's inception in 2013, the organization has focused on training kids, ages 7-14. Later this year, the organization will expand its reach by releasing a version of the training program that targets older teens and adults.

"We have always focused on training children, and we will not lose that focus as we create this new version," said Huntington. "It is important for everyone to know the Heimlich Maneuver® and now that we expanded our target audience, we can look forward to making sure all ages know how to save a life."

About Heimlich Heroes:

Heimlich Heroes, a Deaconess Initiative, teaches kids, grades 2-8, 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 <http://www.heimlichheroes.com>.