

[EDUCATION](#), [FUNDRAISING](#), [HEALTH](#)

Heimlich's Heroes launches fundraising campaign

by moversmakers.org • June 6, 2016



Heimlich Heroes, an educational nonprofit, is in the midst of its inaugural fundraising campaign.

The organization's "Imagine..." campaign launched in mid-April with a goal of raising \$75,000 in 2016.

The free program trains children in grades 2-8 how to recognize, respond and prevent a choking emergency.

"Demand for our program has skyrocketed," said program manager Terri Huntington. "Our goal is to keep it free, so that anyone, anywhere can learn how to save a life."

Heimlich Heroes provides all of the training materials needed to complete the program, including 42-inch training dolls for hands on practice. It costs the organization \$20 per student to run the program. Last year more than 17,000 kids were trained.

Heimlich's Heroes takes its name from Dr. Henry Heimlich, a thoracic surgeon and medical innovator, best known for developing the

Heimlich Maneuver to save the lives of choking victims. He has been based in Cincinnati for the past 30 years.

For more information visit heimlichheroes.com