

# National Heimlich Maneuver® Day on June 1st Celebrates Life-Saving Technique That Has Saved 100,000 Lives Worldwide

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Cincinnati, OH- May 15, 2017- Heimlich Heroes™, a Cincinnati-based nonprofit that teaches kids ages 7-14 how to recognize, respond to, and prevent a choking emergency, wants everyone to know how to save a life.

The Heimlich Maneuver was invented in 1974 by thoracic surgeon and medical innovator, Dr. Henry Heimlich. Though Dr. Heimlich passed away in 2016, Heimlich Heroes seeks to continue sharing the importance of his life-saving technique.

On June 1, 2017, we celebrate National Heimlich Maneuver® Day.

The Heimlich Maneuver involves using abdominal thrusts to force air from the lungs to expel an object on which someone is choking. Since Dr. Heimlich developed the maneuver more than 40 year ago, it has saved an estimated 100,000 lives worldwide.



“National Heimlich Maneuver Day is the perfect time to bring awareness to the seriousness of choking,” said program manager Terri Huntington. “Not only is it a day to celebrate Dr. Heimlich’s work, but it’s a time to recognize the heroes who have saved countless lives because of their knowledge and proper training of this procedure.”

Choking is the fifth leading cause of unintentional death in the United States, according to the Centers for Disease Control and Prevention. Heimlich Heroes’ mission is to end these preventable choking deaths.

“Heimlich Heroes teaches the maneuver in hopes of bringing those numbers down,” said Huntington. “Spread the news– tell your friends and family how to properly perform the Heimlich Maneuver, and register your schools and youth organizations for our training program.”

The training program provides a free instructional packet for trainers, the training DVD and age-appropriate workbooks. Leaders can enhance the training with items from our online store, including specially designed training dolls that allow hands-on practice.

“Our program takes a scary event and makes it compelling to learn about,” said Huntington. “Any adult can lead the training. It is perfect for summer camps, schools, and other youth organizations.”

Since beginning the program in 2013, Heimlich Heroes has trained more than 70,000 people. To learn more and register your group, visit Heimlich Heroes.

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 Heimlich Heroes.