

**The Lucky Hearts Campaign**  
***Mecklenburg Medical Alliance and Endowment &  
MEDIC, Mecklenburg EMS Agency***

- Partnership between Mecklenburg Medical Alliance and Endowment and MEDIC, Mecklenburg EMS Agency
- A campaign to drive the awareness and importance of cardio pulmonary resuscitation (CPR) and the use of automated external defibrillators (AED) in a cardiac emergency throughout Mecklenburg County
- Targeting twenty organizations and/or businesses in Mecklenburg County.
- MMAE donation of AEDs to nominated organizations through a selection process; criteria below:
  - A. A demonstrated need for an AED (a place where a cardiac arrest is likely occur)*
  - B. Cannot afford an AED*
  - C. Already has an AED, but did not receive CPR/AED awareness training for their organization and have not clearly posted their AED system.*
- Free 90 minute CPR and AED awareness training and instruction with MEDIC personnel
- **GOAL:**  
**20 businesses, 50 employees each = 1000 people trained**
- Nominations and Information: [www.medic911.com](http://www.medic911.com) or contact, Kristin Young at 704.943.6165, [kristiny@medic911.com](mailto:kristiny@medic911.com)