

May 19, 2016

Happy EMS Week and congratulations!

We are excited to inform you that **Marin County Emergency Medical Services Agency, Marin County Fire Department, San Rafael Fire Department & Ross Valley Paramedic Authority** have achieved the **2016 Mission: Lifeline® EMS Gold Level Recognition Award**. This award is based upon the achievements identified through your online application and submission of data representative of care delivered in 2015.

The American Heart Association/American Stroke Association offers the following resources to help promote your award:

- Certificates of Achievement: Your certificates are attached to this email.
- Mission: Lifeline® Promo Kit: This kit includes marketing materials your agencies can use to promote your award. Your promo kit can be found at www.heart.org/mlemsSTEMIgold2016. It includes promotional guidelines, your recognition icon, a news release template, a customizable print advertisement, a customizable digital advertisement, and a radio advertisement template.

Your agencies may use the recognition icon and disclaimer statement provided in the recognition kit to develop additional promotional materials. **However, please review the promotional guidelines included in the recognition kit. Note that all promotional materials developed by your agencies must be approved by the American Heart Association prior to distribution. To request approval, contact Elaina.Petrucci.Gunn@heart.org and JoAnne Pineda JoAnne.Pineda@heart.org. Allow a minimum of 10 business days for review of materials. Please also note that the American Heart Association heart and torch logo is not available for use in these materials; instead, please use the logo provided in the recognition kit.**

Again, Congratulations!

Sincerely,

Elaina, JoAnne, and your friends at the American Heart Association/American Stroke Association

Sandeep Gill, MPH, CHES

Program Coordinator, Quality & Systems Improvement

1710 Gilbreth Road

Burlingame, CA 94010

P: 650.259.6780 | F: 650.259.6891

Sandeep.Gill@heart.org | www.heart.org/quality

