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BEVERLY HILLS WORKS TO 'STOP THE BLEED' AND SAVE LIVES

Beverly Hills, CA – In a proactive effort to care for the injured during an emergency, Beverly Hills will become one of the first cities in the United States to place *Stop the Bleed* kits in all government and school district buildings.

Stop the Bleed is a national campaign that encourages bystanders to become trained first responders and help in a bleeding emergency before professional help arrives. The kits include a military style tourniquet, compression bandage, gauze, protective gloves, and instructional material on bleeding control.

“These kits can mean the difference between life and death,” said Les Bronte of Beverly Hills CPR. “We are proud to be the first City to make these kits widely available and raise awareness about their use.”

Over the next few weeks, Beverly Hills CPR will instruct and certify all Beverly Hills Police officers in this life saving skill.

In addition, Beverly Hills CPR, in collaboration with the Beverly Hills Fire Department and Cedars-Sinai Hospital, will offer instructional classes to the public.

For more information, please contact Beverly Hills CPR at (310) 281-2753 or visit www.bhcpr.org

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