



Public
Relations

The Cardiac Arrhythmia Syndromes (CAS) Foundation / SafeBeat Initiative

On 3 Public Relations was hired by The CAS Foundation to bring awareness to their SafeBeat Initiative, a campaign to provide free EKG heart screenings to all Hillsborough County high school students during the 2010-2011 and 2011-2012 school years. Each year more than 7,000 children and adolescents in the United States die from Sudden Cardiac Arrest. In fact, 4 out of 5 victims of Sudden Cardiac Arrest (SCA) appeared healthy and had no symptoms prior to death.

The Initiative was unveiled at a March 22, 2010 press conference organized by On3PR at Plant High School with former NFL Coach Tony Dungy. The event garnered tremendous earned media coverage, with radio and all major television networks in attendance, including ABC, NBC, CBS, FOX and Bay News 9, and the areas two largest newspapers, The St. Petersburg Times and The Tampa Tribune. The Tampa media market is ranked first in the state and 14th in the country.

On3PR continues to work with these news outlets to place stories relating to health care, education and sports on behalf of the Foundation. For the video detailing the SafeBeat initiative's earned media campaign, please click here to view the YouTube video: <http://www.youtube.com/watch?v=cZX-xxmn6CE>

Contact:

Christina Johnson

On 3 Public Relations

Post Office Box 1369

Tallahassee, FL 32302-1369

850.391.5040 Office

850.339.5773 Cell

Christina@On3PR.com Email

www.On3PR.com Website