



CPR Dave 

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NEWS RELEASE

For Immediate Release

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CPR Dave Charts New Course to Deliver Vital Life-saving Training and Equipment to Local Businesses, Professionals and Families

An American Heart Association Certified Training Center Uses a Combination of Marketing and Personal Drive to Improve Public Awareness and Safety

Brewster, NY (July 2006) — Dave Cosmo gained formal designation from the American Heart Association in 2003 as one of the few stand-alone CPR training centers in the Northeast. While medical centers and hotels understand the importance of getting staff certified in CPR, few others take the call for CPR training to heart. But with dogged perseverance and the introduction of his alter ego, CPR Dave, public awareness is increasing, as is demand for both business and personal CPR certification training.

In the past, hospitals and EMT groups were granted designation as training centers by the American Heart Association. But their designation was generally used to train their own staff and not the general public. Dave has used the training center designation to take CPR training public, literally – training both groups and individuals, from large businesses to new families and caretakers, and doing so in the comfort and convenience of their offices and homes.

But getting people to understand the need for CPR training has not come easily.



“Being a New York State fire police officer and parent, and my wife being a registered nurse, the importance of CPR has always been clear to me,” says Dave Cosmo. “The trouble I find is that for those outside the medical field, CPR is looked upon like getting an extended warranty – it takes extra time, is an extra cost and odds are I’m never going to need it. But that one time I need it and don’t have it, it’s too late.” He adds, “So the challenge for me is to get people to understand how little time it takes, how little the cost is and just how important knowing CPR can be in your life, the life of a loved one or even that of a complete stranger...before it’s too late.”

From this challenge, Dave developed the CPR Dave persona, putting a friendly face to CPR training. Not only does Dave customize courses to the needs of the group or individual but, whenever possible, he goes the extra step to bring the training to where it’s most likely to be used – in the business location or family home.

In addition to being the CPR trainer for Northern Westchester Hospital, Dave is the “trainer of choice” for several of Westchester’s leading hotels as well as area department and retail stores, golf and tennis clubs, health clubs, day care centers and nursery schools. Courses provide certification in first aid, infant, child and adult CPR, and AED (automated external defibrillator) use.

Many families also take advantage of these classes. Dave recounts, “There are so many stories of young children drowning in a wading or swimming pool or collapsing while participating in an athletic event. And it catches most parents off guard because it usually happens without warning and because we think that nothing will happen to our young, strong children.” He goes on to say, “Being able to get to the victim and start CPR quickly literally can mean the difference between life and death. The greatest reward I get is when a parent comes back to tell me how their CPR training has saved a life.”



Part of the new 2005 American Heart Association training protocol includes use of AEDs. Part of CPR Dave's mission is to bring the new generation portable AEDs to as many public places as possible – businesses, schools, restaurants, athletic venues and homes. With technological advances, providing extended battery life and machine-spoken instructions, today's AEDs are an invaluable part of any first aid kit.

Improved technology means that these advanced AEDs not only talk the aid giver through the process step-by-step, but the units only deliver a shock to the victim when appropriate. With quality CPR and AED training, anyone can have the ability to dramatically improve the chances of survival of a victim – a customer, coworker, a friend or family member – from a cardiac arrest.

New technology also has touched today's CPR courses. A widescreen laptop allows Dave to show the latest American Heart Association video in any setting. Realistic infant and adult mannequins provide participants with hands-on training. And portable and affordable AEDs allow each participant to see how these incredible machines work. Simply put, CPR Dave is making great strides in providing life-saving training and equipment to businesses, professionals and families in the NY/NJ/CT tri-state area.

CPR Dave is a certified American Heart Association (AHA) Training Center. Based in Brewster, NY with an additional center in Irvington, NY, CPR Dave provides first aid, infant, child and adult CPR, and AED training. Dave has trained over 1,000 area residents and workers over the past year and teaches the new 2005 AHA Guidelines for CPR. For more information, visit www.CPRdave.com

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