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News Release

**LIFE LINE AMBULANCE INTRODUCES NEW SERVICE:
EMS SERVICES FROM BIKES**

PRESCOTT, Ariz. – Life Line Ambulance, a private ambulance company serving Northern Arizona, has recently premiered a new service: emergency medical services from, not an ambulance, but rather from bicycles. Bike Team crew members volunteer to ride on specially designed and fully equipped bicycles through crowded, public events and provide first aid and rescue services.

“We introduced this service, so we could decrease response times and interact with the public,” said Alex Price, field supervisor and Bike Team Leader. “We were certainly able to accomplish both of these objectives in Wickenburg [the team’s inaugural “ride”]. We had four calls, all of which we responded to within 90 seconds. On a couple of those, we were on scene before being dispatched.”

In addition to reducing the response times, the team was also able to interact with the crowd “without it having to be under strictly medical situations,” Price said. “The team had great access to the public with great mobility. It was great to work right alongside the event participants.”

The crowd’s response was very positive, according to Price. The team, which worked two days of Wickenburg Gold Rush Days, consisted of Price; Shawn Western, a Life Line paramedic; and Nick Ness, a Life Line emergency medical technician. Price also said the Wickenburg Police Department appreciated the team’s presence.

For more information about the Bike Team or to inquire about scheduling service, call Glenn Kasprzyk, chief of operations, at 928-445-3814, x1257 or visit the Web site at www.lifelineaz.com.

Life Line Ambulance is the largest ground ambulance service in northern Arizona. Established in 1956, the company services more than 8,500 square miles in Yavapai County, Coconino County and in the northwest corner of Maricopa County. This area covers both populated and rural areas. Life Line currently has nine strategically placed stations and employs a staff of approximately 200, including paramedics, intermediate and basic emergency medical technicians and registered nurses, along with a support staff of professional dispatch, customer service, human resource, accounting and fleet maintenance personnel.

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