

# Press Release

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**FOR IMMEDIATE RELEASE**  
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## **THE NORTH EAST QUADRANT ADVANCED LIFE SUPPORT**

### **ANNOUNCES LAUNCH OF 2012 CAPITAL CAMPAIGN**

The North East Quadrant Advanced Life Support Inc.(NEQALS), a Webster, NY based not for profit corporation and 501(c)(3) charitable organization, will launch its 2012 Capital Campaign on March 1, 2012. NEQALS is the primary provider for Advanced Life Support (ALS) emergency medical services for the Towns of Webster, Penfield and Ontario and mutual aid for agencies throughout the eastern part of Monroe County and western Wayne County.

The capital campaign's goal will is to raise \$110,000 so NEQALS can purchase three Lifepack 15 (LP15) Cardiac Monitors to replace the three current cardiac monitors in service on the ALS flycars. The new LP15s will enable NEQALS to add the ability to evaluate carbon monoxide and methemoglobin, two gases that must be evaluated at fire scenes and carbon monoxide calls. In

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addition, the LP15s have newer battery technology, enabling longer continuous monitoring at scenes such as fire standbys. "One of our goals is to ensure that NEQALS is always equipped with the state of the art equipment to provide the highest level of care to the community we serve as well as the fire departments we support at fire ground scenes," says Robert Meddaugh, President of NEQALS. "As we are a small, not-for-profit agency, the transition to these new monitors is a significant capital investment for us and we need to ask for community support to help us meet this goal in a timely manner. It is our hope that we can raise the funds in the next six months, something we cannot do if we have to set aside the funds from our operating budget."

Since its inception, NEQALS has received financial support and grants from area fraternal and non-profit organizations to help purchase vehicles and equipment. "In the next few months, NEQALS will be contacting community civic organizations, businesses and individuals to ask for help in securing the needed funds," says S. Ahmed Mustafa, vice-president of the board and chairman of the capital campaign.

For more information on how you can donate or to invite NEQALS to speak to your group or organization, please contact S. Ahmed Mustafa at [samustafa@negals.org](mailto:samustafa@negals.org) or 585-787-9060.

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Background ...

NEQALS was incorporated and began operations, in 1988. This was the culmination of two years of efforts by a group of dedicated volunteers that recognized the need for providing advanced life saving treatments in a pre-hospital setting. In partnership with the West Webster, Webster, and Union Hill fire departments, and the Xerox Corporation, NEQALS launched its first critical care unit, Medic 10, in June of 1988. This vehicle was originally staffed by seven medical technicians that volunteered their time to respond to the approximately 700 calls for service in their first year of operation. Through these last 24 years, NEQALS has grown to meet an ever increasing number of calls, which now number over 2500 dispatches annually. NEQALS maintains three Advanced Life Support first response vehicles and is staffed around the clock by Paramedic professionals. NEQALS also partners with other local ambulance and fire departments to provide EMT staffing for several area ambulance. Additional information about NEQALS can be found at [www.neqals.org](http://www.neqals.org).

In 2011, NEQALS was called for 2576 calls for service, providing advanced life support to ambulances in West Webster, Union Hill, Ontario, Penfield and Irondequoit. Of these calls, 275 were for respiratory-related illness, 233 for Cardiac related illness and

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184 for traumatic injuries. NEQALS paramedics participated in cardiac arrest saves, delivered 1 baby with Webster Fire and Union Hill ambulance and supported fire departments at 9 structure fires.

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Please contact Syed Ahmed Mustafa with any questions regarding this press release.

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