[Insert Date]

How paramedics are enhancing care and changing lives

Join us in celebrating National Paramedic Services week, May 22 to 28

**[Insert Town/City]** – Paramedics work around the clock to keep us healthy and safe. Those who have experienced a medical emergency know first-hand the lasting impact paramedics can have on a life and the important contribution they make in our communities.

For National Paramedic Services Week, May 22 to 28, we are recognizing paramedics at services across Canada. To show our gratitude, we are hosting several public events that we hope you can attend locally:

[Insert event #1 details]

[Insert event #2 details]

National Paramedic Services Week is an annual celebration by the Paramedic Chiefs of Canada. This year’s theme is *Enhancing Care – Changing Lives*. It reflects:

* The care that goes beyond the ambulance response
* The new and evolving model of community-based health care: Community paramedicine and partnerships that enhance the services available to those who need it most
* The ongoing training and development of paramedic skills

Don’t forget to follow [Insert Paramedic Service] on social media at [Insert social media platforms – if applicable] throughout the week to learn how you can help paramedics #Get2UFaster, for updates on events in your community, behind the scenes photos of paramedics, and safety tips and resources.

Remember to use the week’s hashtag #PSweek2016

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**Media Contact:** [Insert media contact details]

**Paramedic Services Week Tweet List (@yorkparamedics planned content)**

**Friday, May 20th**

* It’s almost Paramedic Services Week 2016! Follow to learn & engage with York Region’s paramedics #PSweek2016

**Monday, May 23rd**

* Paramedic Services Week: Enhancing Care, Changing Lives. The work of paramedics goes beyond the ambulance. Follow & learn #PSweek2016
* Wed May 25th at 12:00pm, follow us on Periscope @yorkparamedics & “Ask a Medic” about their work #PSweek2016 (insert photo of the medics doing the broadcast)
* Our Chief wishes all Paramedics a happy and proud #PSweek2016. We’re thankful for all your dedication & service (attach photo of Norm in his office or in garage)

**Tuesday, May 24th**

* DYK Our paramedics work in emergency housing facilities for health assessments of higher risk populations? #EnhancingCare #ChangingLives
* Don’t forget to engage in our Periscope broadcast tomorrow at 12:00pm! We’ll discuss paramedic education, training, skills, & recruitment
* Are you a paramedic student? Looking for info on the skills & characteristics to set you apart? Chat with us tomorrow at noon on Periscope

**Wednesday, May 25th**

* We’re excited to chat today! Follow on Periscope @yorkparamedics to “Ask a Medic” about recruitment, training & skills.12:00pm. #PSweek2016
* Keep following this week as we gear up for #Fleet Day on May 28th #PSweek2016 (photo of garage)

**Thursday, May 26th**

* Come out to Canada’s Wonderland this Saturday, May 28th to meet the #Fleet. Our trucks will be open for tours (insert photo of fleet day 2015)
* Ever wonder what the difference is between an ambulance & a Rapid Response Unit? Come see us at Canada’s Wonderland this Saturday May 28th!

**Friday, May 27th**

* DYK our paramedics complete classroom and lab training each year for ongoing skill development? #EnhancingCare #ChangingLives #PSweek2016
* Learning about community referrals & access to support services helps paramedics stay sharp on the continuum of care #PSweek2016
* Come out tomorrow to Canada’s Wonderland from 9am-4pm to mee the #Fleet and YR Paramedics. CPR demos will run all day!

**Saturday, May 28th – Live tweeting from #Fleet Day**

**Generic Tweets**

Enhancing Care, Changing Lives: Paramedic Services Week 2016 begins! Follow and engage all week.

What does paramedic care bring to your community? Use #PSweek2016 and let us know (insert photo of paramedic team)

Paramedic care goes beyond the ambulance! DYK that in many services across Canada, paramedics are integrating into community health models?

The Paramedic Chiefs of Canada wishes all services a happy and proud #PSWeek2016. Enhancing Care, Changing Lives; Way to go!

Paramedics across Canada are honoured for #PSweek2016. Thank u to the medics working 24/7 in our community to enhance care & change lives

Enhancing Care, Changing Lives; We’re working to expand the kind of services we can bring to our community (insert photo of community paramedic assessment)