

FOR IMMEDIATE RELEASE

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National **STOP THE BLEED®** Day is May 20, 2021

Anyone can Learn to STOP THE BLEED®. Be Prepared to Save a Life.

March 23, 2021 – The National STOP THE BLEED® Day project is proud to declare that May 20, 2021 is National STOP THE BLEED® Day and today marks the opening of the application period for STOP THE BLEED® Scholarships, Grants, and its Ambassador program. These programs include the [2021 STOP THE BLEED® Scholarship Program](#) and the [Frontline Families Scholarship program](#). Scholarship and grant winners will be announced on National STOP THE BLEED® Day.

The [STOP THE BLEED® Scholarship Program](#)

This year, the National STOP THE BLEED® Day project includes an expanded [Scholarship Program](#) for high school students. Now in its 3rd year, the National Scholarships offer high school students an opportunity to write an essay or make a video about the importance of STOP THE BLEED®. New for this year, the [Frontline Families Scholarships](#) are open to any high school student whose parent or guardian has been working on the frontlines since the pandemic began, including supply chain and food service workers, EMS, nurse/healthcare personnel, teachers, police, firefighters and those serving in the military. Scholarship winners will receive a monetary award and the high school they attend will receive free STOP THE BLEED® kits. Visit the [scholarship page](#) for more information or to apply.

The [STOP THE BLEED® Training Kit Grant Program](#)

The **STOP THE BLEED® Training Kit grant program** provides the STOP THE BLEED® Training Kit to organizations conducting the American College of Surgeons STOP THE BLEED® training course or are planning to do so. These kits are valued at \$1,000 and are a best-in-class set of training tools for in person training. Applications are open to eligible U.S. based organizations (government entities, schools, non-profit organizations, civic groups, faith-based organizations).

The [STOP THE BLEED® Ambassador Program](#)

STOP THE BLEED® Ambassadors play an important role in helping to grow the STOP THE BLEED® campaign. The campaign is seeking individuals who are passionate about STOP THE BLEED® and are willing to spend extra time and effort to help create awareness about the STOP THE BLEED® campaign and how anyone can learn to be prepared to save a life. To learn more and apply, visit <https://nationalstopthebleeday.org/ambassador-program/>

Why it Matters

STOP THE BLEED® is public health initiative aimed at directly saving lives. Through efforts to increase public awareness and encourage people and organizations across the United States to get trained with life-saving STOP THE BLEED® techniques, people can be ready to take action and stop everyday instances of life-threatening bleeding in their homes and communities. In many cases, **death from blood loss is preventable**. Properly trained, anyone can STOP THE BLEED® until professional help arrives.

Experts say it takes between:

- 3 - 5 minutes to die from severe bleeding.
- 7 -10 minutes is the average EMS response time.

The National STOP THE BLEED® Day project is a national initiative with support across public and private sector organizations and individuals committed to saving lives. The National STOP THE BLEED® Day project is supported by over 100 organizations, including the following:

**United States Department of Defense
American College of Surgeons
United States Department of Homeland Security
Stop the Bleed Coalition
The American Red Cross**

National STOP THE BLEED® Day project National Spokespersons

Lacey Newman, Wife, Mother, and 2017 Las Vegas Shooting Survivor and STOP THE BLEED Ambassador

Shot in both legs, with only minutes to live, Lacey Newman's best friend Nicole applied pressure to Lacey's wounds, saving her life.

Lacey is pleased to champion the STOP THE BLEED® initiative by telling her story and encouraging the public to take a STOP THE BLEED® class to learn the life-saving techniques and be equipped to save a life if ever needed. She stars in STOP THE BLEED®'s Public Service Announcement (PSA), which is available for broadcast. One version of the PSA is viewable here: [Lacey Newman STOP THE BLEED® PSA :30](#).

Lacey Newman is available to speak about STOP THE BLEED® and how life-saving techniques can play an instrumental role in saving lives.

Dr. Matthew Levy, Chair of the Stop the Bleed Coalition

Dr. Levy is Chair of the Stop the Bleed Coalition, a nonprofit organization that educates and advocates for the importance of bleeding control programs and education. Dr. Levy is a board certified Emergency Medicine and Emergency Medical Services physician. Dr. Levy's work on Stop the Bleed includes implementation of one of the nation's first county-wide, comprehensive, Stop the Bleed programs. He has also been a contributor to some of the landmark articles on Stop the Bleed. He is regarded for his expertise in out of hospital, disaster and tactical medicine, and the training of EMS personnel.

Dr. Matthew Neal, Roberta G. Simmons Assistant Professor of Surgery and Critical Care Medicine at University of Pittsburgh School of Medicine

Dr. Neal is a prominent STOP THE BLEED® spokesperson. He is the Roberta G. Simmons Assistant Professor of Surgery and Critical Care Medicine at University of Pittsburgh School of Medicine, a celebrated trauma surgeon and research scientist who teaches STOP THE BLEED® seminars, and a member of the American College of Surgeons. Dr. Neal runs his own laboratory and recently received a grant funded by the Department of Defense to study treatments for types of bleeding that do not respond to compression. He is a public advocate for STOP THE BLEED® Day and has appeared on the Dr. Oz Show and in the *The New Yorker* article, Turning Bystanders into First Responders.

To learn more about the National STOP THE BLEED® Day project, book an interview with a spokesperson, or inquire about a PSA, please contact Philip St. Jacques at community@nationalstopthebleeday.org or 973-978-9204.

You can also follow the campaign on social media at #NSTBD21 and #STOPTHEBLEED.

Facebook; [National STOP THE BLEED® Day](#)

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