



**THE QUEEN'S
MEDICAL CENTER**

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

April 10, 2012

MEDIA CONTACT:

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THE QUEEN'S MEDICAL CENTER PRESENTS EDUCATION AND FREE MOTORCYCLE/MOPED HELMETS TO 95 YOUNG ADULT RIDERS AT UH MĀNOA

WHAT: A one-hour presentation with evocative photos, stories, and facts about motorcycle and moped helmet safety will be delivered to young riders. Speakers include former University of Hawai'i (UH) football player David Stant and former UH volleyball player Tony Ching, who are patients who crashed with and without helmets.

Seating and free helmet raffle tickets will be available for the first 200 people who show proof of ridership (either a current Motorcycle Drivers License or Moped Registration Card), and agree to complete surveys. Of the 200 audience members, 95 will receive free helmets based on the raffle drawing.

WHO: The Queen's Medical Center's (QMC) Trauma Center, Hawai'i Department of Transportation, Montgomery Powersports, and UH Mānoa Parking Services

WHEN: Tuesday, April 17, 2012
6:30 p.m. -7:30 p.m.
Line will open at 6 p.m.

WHERE: UH Mānoa Athletics Complex KRS Lecture Hall 241, across from Stan Sheriff Center ticket office

DETAILS: Each year, approximately 25 college-age young adults are brought to The Queen's Trauma Center due to serious injuries sustained from moped or motorcycle crashes. Emergency Department and Trauma staff at Queen's work to save the lives of these moped and motorcycle riders who chose not to wear a helmet.

Dr. Gregory Soares, a motorcyclist and Emergency Department Physician at QMC, decided to take action to prevent tragic traumatic brain Injuries and death. Dr. Soares applied for grant money to buy helmets and present information and authentic stories to teens and young adults. QMC now has funding from the DOT to provide young adult riders with facts, motivation, and a free DOT-approved helmet purchased from Montgomery Powersports on Nimitz Highway.

Teachers, staff and administrators at other Hawai'i schools (both public and private) may request a similar presentation at their school by calling Cora Speck at The

Queen's Medical Center at (808) 691-7059. Requests will be granted on a first-come, first-served basis, while helmet supplies last.

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The Queen's Medical Center is a 501 (c) (3) non-profit corporation, acute care medical facility accredited by The Joint Commission. The facility houses 505 acute beds and 28 sub-acute beds and is widely known for its programs in cancer, cardiovascular disease, neuroscience, orthopaedics, surgery, emergency medicine and trauma, and behavioral medicine. Queen's is home to a number of residency programs offered in conjunction with the John A. Burns School of Medicine at the University of Hawai'i. Queen's has achieved Magnet® status – the highest institutional honor for hospital excellence – from the American Nurses Credentialing Center. Magnet recognition is held by less than five percent of hospitals in the United States. Queen's is the first hospital in Hawai'i to achieve Magnet status.

The mission of the University of Hawai'i's Parking Services is to maximize access to the Mānoa campus through a commitment to innovation, environmental sustainability, resource management, and quality customer service. For more information on ways to the Mānoa campus, go to www.hawaii.edu/parking, or get updates on Facebook (www.facebook.com/commuteUHM) and Twitter (@ParkingManoa).