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**Mount Laurel Twp.  
Emergency Medical  
Services**

# Press Release

## **FOR IMMEDIATE RELEASE**

### **Mount Laurel Township Emergency Medical Services Will Launch “Yellow Dot” Program at Fall Festival**

**Mount Laurel, NJ , September 21, 2011:** Mount Laurel Township Emergency Medical Services (EMS) will launch a “Yellow Dot” Program Saturday, September 24<sup>th</sup>, 2011 from Noon to 4PM, at the Mount Laurel Fall Festival at Laurel Acres Park. The “Yellow Dot” Program is designed to assist Mount Laurel Residents and our local emergency first responders in the event of an automobile accident or other medical emergency involving the participant’s vehicle. The program can help save lives during the critical “golden hour” by improving communications at a time when accident victims may be unable to communicate for themselves.

The “Yellow Dot” Program provides detailed medical information that can be crucial following a motor vehicle crash. Participants of the program will receive a “Yellow Dot” decal, a “Yellow Dot” Folder and an information form with the participant’s name, an identifying photo, emergency contact information, personal physician’s information, medical conditions, recent surgeries, allergies and medications being used. A “Yellow Dot” decal on the driver’s side rear window of a vehicle alerts first responders to check in the glove compartment for the corresponding “Yellow Dot” Folder. Having this information following a crash helps first responders positively identify the person, get in touch with family or emergency contacts and ensures that the person’s current medications and pre-existing medical conditions are considered when treatment is administered for injuries.

**For Release 2 p.m. EDT, September 21, 2011**

The “Yellow Dot” Program is a free service provided to Mount Laurel Residents of all ages, with an emphasis on senior citizens. The Program is being funded by Mount Laurel Emergency Medical Services, Inc. a 501 (c) (3) volunteer organization. The “Yellow Dot” Program is a cooperative effort of Mount Laurel Township Police, Fire, EMS, Parks & Recreation Department, Township Managers Office, Senior Groups and concerned Citizens. Mount Laurel residents that wish to participate in the “Yellow Dot “ Program can pickup their program materials and have their photos taken at the EMS Table located near the ambulances on display in Laurel Acres Park during the Fall Festival. Mount Laurel EMS will also be distributing their “File of Life” Program Material, too. Additional “Yellow Dot” Program distribution dates and locations will be scheduled in the near future.

The Mount Laurel “Yellow Dot” Program is modeled after the successful State of Alabama Program. The “Yellow Dot” Program was brought to the attention of Mount Laurel EMS Chief Francis Pagurek by Mount Laurel Resident Barbara Dougherty. Assistant EMS Chief Todd Heimgartner states, that when Barbara Dougherty presented her research on the State of Alabama’s “Yellow Dot” Program it was very clear to us that this was a beneficial program that we had to implement for our residents. Essentially, the “Yellow Dot” Program is a “File of Life” Program for the car. Mount Laurel EMS, Inc., President Debra Rexon hopes that our residents will take advantage of the Free “Yellow Dot” Program and make it as successful as the Township’s Life Saving “File of Life Program”. Please help us better serve you, during your time of emergency, when you cannot communicate to us through your participation in the Township “File of Life” and “Yellow Dot” Programs.