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World Without Paramedics Campaign Launched

VANCOUVER – British Columbia’s 4,000 Ambulance Paramedics and Emergency Dispatchers are launching a major province-wide public awareness campaign today.

Imagine a World Without Paramedics is a multimedia campaign focused on the critical services paramedics provide throughout the province, 24 hours a day, seven days a week, 365 days a year.

The TV, print, radio, billboard and web campaign will run for the next eight weeks in communities across BC. The ads and commercials can be previewed at www.worldwithoutparamedics.ca

Ambulance Paramedics of BC (APBC), CUPE Local 873 President Bronwyn Barter says “it’s vital the public know who we are and what we do – that we make a difference. We are often a critical factor in the difference between life, death, patient outcomes and the overall time a patient utilizes the provincial healthcare system. Our job is to ensure every British Columbian has the best possible access to paramedicine.

“We realize that this campaign may well provoke strong emotions in viewers,” says Barter. “The reality is that the kinds of scenarios we are presenting are ones we face day in and day out as part of the vital work our members perform for the public.”

The Ambulance Paramedics of British Columbia will continue to strive to provide patients with optimal, professional care and services during their time of need. Ambulance Paramedics and Emergency Dispatchers are members of CUPE Local 873.

- 30 -

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