MSA Press Room

MSA Helps Bring Infant CPR Training to New Parents in Butler

PITTSBURGH, Nov. 28, 2012 /PRNewswire/ -- Cranberry Township-based MSA (NYSE: MSA), the global leader in the development, manufacture and supply of safety equipment, announced today that it is partnering with the American Heart Association (AHA) and the Butler (Pennsylvania) Health System to provide the new parents at Butler Memorial Hospital (BMH) with "learning kits" that make infant CPR training simple.

(Photo: http://photos.prnewswire.com/prnh/20121128/NE20618)

The ***AHA's Infant CPR Anytime® Kit*** was developed to ensure new and expecting parents are prepared should they ever need to perform infant CPR or provide infant choking relief. The kit is an easy-to-use personal learning program that includes a bilingual, educational DVD and an infant mannequin to help parents properly learn the steps for administering life-saving procedures. The kit can also be shared with anyone responsible for the care and safety of an infant, in either the comfort of home or in a large community setting.

"The safety of people of all ages is important to us at MSA, and we are proud to provide new parents with this valuable resource," said William M. Lambert, MSA President and CEO. "While we hope parents never have to use the skills explained in the kit, our goal is to give them the peace of mind and confidence they need to safely welcome their newborns home," he said.

"Anyone can learn CPR – and everyone should! Unfortunately, 70 percent of Americans may feel helpless during a cardiac emergency because they either do not know how to administer CPR or their training has significantly lapsed," said Barb Roth, American Heart Association Butler County Division Director. "We applaud MSA for taking the lead in helping new parents and families learn this important lifesaving skill."

In addition to providing 100 infant CPR training kits to BMH, MSA is also a sponsor of the AHA's Beaver/Butler Counties Heart Ball. This annual event, for which Mr. Lambert is a co-chair, will be held on Saturday, February 16, 2013 at the Pittsburgh Marriott North in Cranberry Township, Pa.

"MSA has been a long-time supporter of the AHA, and we are once again pleased to be associated with the Heart Ball," Mr. Lambert said. "It promises to be a fun-filled evening highlighted by a 'Dancing with the Stars-like' competition among community members and medical professionals. But most importantly, the event does a fantastic job in helping raise awareness of cardiovascular disease and stroke prevention."

A gourmet dinner will be served and guests will have the opportunity to participate in silent and live auctions. Proceeds from the event will provide communities in Beaver and Butler Counties with funding for cardiovascular research, community education and advocacy efforts.

About MSA:

Established in 1914, MSA is the global leader in the development, manufacture and supply of safety products that protect people and facility infrastructures. Many MSA products integrate a combination of electronics, mechanical systems and advanced materials to protect users against hazardous or life-threatening situations. The company's comprehensive line of products is used by workers around the world in a broad range of industries, including the fire service, the oil, gas and petrochemical industry, construction, mining and utilities, as well as the military. Principal products include self-contained breathing apparatus, fixed gas and flame detection systems, handheld gas detection instruments, head protection products, fall protection devices and thermal imaging cameras. The company also provides a broad range of consumer and contractor safety products through a joint venture with MCR Safety. These products are marketed and sold under the Safety Works® brand. MSA, based north of Pittsburgh in Cranberry Township, Pa., has annual sales of approximately $1.2 billion, manufacturing operations in the United States, Europe, Asia and Latin America, and 42 international locations. Additional information is available on the company's Web site at www.MSAsafety.com. Information on Safety Works products can be found at www.SafetyWorks.com.

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