

MEDIA EVENT KIT



EVENT OVERVIEW

EVENT TITLE	Learn The Beat
EVENT DATE	Thursday, September 11, 2025
EVENT TIME	Varied
EVENT LOCATION(S)	Fox Creek Junior High School Mohave Valley Junior High School Mohave Accelerated Learning Center Desert Star Academy Young Scholars Academy Harvest Bible Christian Academy Desert Light Christian Academy Needles Middle School Laughlin Junior High School
TARGET AUDIENCE	8 th Graders
EVENT PURPOSE	To participate and support the September 11 National Day of Service by teaching lifesaving skills to 8 th graders in the Tri-state area. Then serve the community by issuing a challenge to each student to teach what they have learned to four other community members in an effort to spread the CPR service skill and the spirit of community service.
EVENT OBJECTIVES	OBJECTIVE 1: Encourage service learning in community members of all ages. OBJECTIVE 2: Create opportunities within community to serve one another.
MEASURE OF SUCCESS	Number of 8 th grade participants that complete the challenge of teaching four others in their social circle hands-on CPR, thereby spreading service throughout the Tri-state community in honor of those who served in 9.11 and those who serve this community every single day.

EVENT PLANNING COMMITTEE

COORDINATORS	Sandra Thomas (Mohave County Board of Health (702) 420-4922 Jena Morga (Western Arizona Regional Medical Center), (702) 279-1868
PARTICIPATING ORGANIZATIONS	<ul style="list-style-type: none"> • Bullhead City Fire Department • Fort Mohave Mesa Fire Department • Mohave Valley Fire Department • San Bernadino County Fire Department • Bullhead City Police Department • Clark County Fire Department • Western Arizona Regional Medical Center • Culvers, Bullhead City • Mohave County Department of Public Health

PRINT MEDIA PSA

AUGUST 2025 – To participate in 9.11 National Day of Service, local emergency medical services organizations have partnered with area schools to offer a special event called “Learn The Beat” on Thursday, September 11, 2025.

“Learn The Beat” aims to teach Hands Only CPR to every 8th grader across the Colorado River region. Firefighters, EMTs and paramedics from Bullhead City, Fort Mohave, Mohave Valley, and San Bernardino County Fire Departments will visit eighth grade classes in their respective districts to provide this training.

The service project was created by Sandra Lord Thomas, a member on the Mohave County Board of Health, “This event is a rare opportunity to honor those who serve our area day in and day out and simultaneously share a lifesaving skill to a generation of students that will carry forward the commitment to serve and care for our community.”

Western Arizona Regional Medical Center, Culvers, and Mohave County Board of Health are providing sponsorship and program support. Those interested in volunteering may sign up at JustServe.com. For more information, contact event organizers, Sandra Thomas at (702) 420-4922 or WARMC Marketing Director Jena Morgia, at (928) 763-0282.

BROADCAST MEDIA PSA

AUGUST 2025– To participate in 9.11 National Day of Service, local firefighters and emergency medical service organizations have partnered to offer a special event called “Learn The Beat” on Monday, September 11, 2025.

“Learn The Beat” aims to teach Hands Only CPR to every 8th grader in Bullhead City, Fort Mohave, Mohave Valley and Laughlin, then challenges these students to teach others.

What a great way to spread the importance of service throughout our community! If you have an eighth grader encourage them to learn CPR at their school on September 11 and then share!

If you’re interested in volunteering, sign up at JustServe.com and join us in serving our community and making it great!

For more information, please contact event organizers, Sandra Thomas or Jena Morgia.

SOCIAL MEDIA ASSETS

- Attached Event Graphic