



**FOR IMMEDIATE RELEASE**

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## **Sunflower Farmers Market Employees Save Customer's Life**

*Arvada Fire Protection District to recognize life-saving assistance of two employees*

**Boulder, CO (07/25/11)** – Two Sunflower Farmers Market employees in Arvada, Colorado will be recognized by the Arvada Fire Protection District for their roles in saving the life of a customer earlier this month. On **Friday, August 5**, officials from the Arvada Fire Protection District will present both Sunflower Produce Clerk Scott Irish and Meat Department Manager Chrissy Short with a **Citizen Heroism Award** in honor of their quick thinking and life-saving actions. **The presentation will take place at 11 a.m. at the Sunflower Farmers Market store at Wadsworth Boulevard and 77<sup>th</sup> Drive in Arvada.** The fire department will be inviting the customer the employees saved to the award presentation.

“Because they had the training and were willing to get involved, this man’s life was extended,” said Scott Pribble, Public Information Officer for the Arvada Fire Protection District.

According to Pribble, on Wednesday, July 13, at the Arvada Sunflower Farmers Market, Produce Clerk Scott Irish, 36, saw a customer collapse. Realizing that the man was not breathing and had no pulse, Irish initiated CPR (cardiopulmonary resuscitation). Meat Department Manager Chrissy Short, 32, who had only been on the job at Sunflower for one week at the time, witnessed the event and rushed over to assist. Using his training as an emergency medical technician, Irish directed Short to perform mouth-to-mouth resuscitation while he administered chest compressions.

When the Arvada Fire Department arrived, they continued compressions and utilized an A.E.D. (automated external defibrillator) to revive the customer. By the time the customer was assisted into the ambulance, he was sitting up and talking, something Pribble says he has never seen happen in 17 years on the job.

“The entire Sunflower team is incredibly proud of Scott and Chrissy’s prompt, knowledgeable and ultimately life-saving response in this situation. We’re very grateful that they could be there to help,” said Chris Sherrell, CEO of Sunflower Farmers Market

Pribble hopes this event brings the importance of learning CPR to the public's attention. He is discussing with Jeff Lipe, Store Director for Arvada's Sunflower Farmer's Market, the possibility of training more of the market's staff in CPR in the near future, as well as possibly obtaining an A.E.D for the store.

The Arvada Fire Protection District offers CPR and First Aid classes for non-profit organizations. For more information, visit [www.arvadafire.com](http://www.arvadafire.com).

**To interview Scott Irish, Chrissy Short or Chris Sherrell, CEO of Sunflower Farmers Market, please call the contacts listed at the top of this release.**

***About Sunflower Farmers Market***

Sunflower Farmers Market ([www.sunflowermarkets.com](http://www.sunflowermarkets.com)) is a rapidly growing chain of full-service grocery stores offering consumers the highest-quality natural and organic products at the lowest possible price. The company, founded in 2002, is a pioneer in developing the emerging *value* segment of the natural and organic foods retailing industry. They have remained true to their motto "Serious Food...Silly Prices<sup>®</sup>" since the market's inception. The company has 34 retail stores located throughout Colorado, Arizona, New Mexico, Nevada, Utah, California and Texas.

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