



FOR IMMEDIATE RELEASE

November 7, 2017

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SMG STAFF RECEIVES “STOP THE BLEED” TRAINING

Mercedes-Benz Superdome and Smoothie King Center Among the First Professional Sports Stadiums to Receive Such Training

New Orleans, LA (November 7, 2017) – Employees from SMG New Orleans underwent “Stop the Bleed” training at the Mercedes-Benz Superdome, led by physicians and medical staff from LSU Health New Orleans and Tulane University School of Medicine. The Stop the Bleed program at University Medical Center, which leads the training, is a joint venture with LSU Health New Orleans and the Tulane University School of Medicine.

Participating in the SMG training were security officers, catering personnel, members of the maintenance staff and other front-line employees who work to produce professional sporting events, music concerts and other large-scale special events at the Mercedes-Benz Superdome, the Smoothie King Center, and Champions Square. SMG is among the first professional sporting venues to receive such training. The Mercedes-Benz Superdome is home to the NFL’s New Orleans Saints and the Smoothie King Center is the arena where the NBA’s New Orleans Pelican play their home games.

Massive bleeding from any cause, but particularly from an active shooter or explosive event where a response is delayed can result in death. Similar to how the general public learns and performs CPR, the public must learn proper bleeding control techniques, including how to use their hands, dressings, and tourniquets.

Launched in October 2015 by the White House, “Stop the Bleed” is a national awareness campaign and a call to action. The ‘Stop the Bleed’ course is intended to cultivate grassroots efforts that encourage bystanders to become trained, equipped and empowered to help in a bleeding emergency before professional help arrives.

UMC offers “Stop the Bleed” classes for free every other Monday at UMC to local organizations and businesses by request. They can also arrange to present the course in the community at schools, churches, businesses, neighborhood meetings, and other locations as requested.

Victims can quickly die from uncontrolled bleeding, within five to 10 minutes. However, anyone at the scene can act as immediate responder and save lives if they know what to do.

For more information visit www.umcno.org/stopthebleed.



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About LCMC Health

Established in 2009, [LCMC Health](http://www.lcmchealth.com) is a Louisiana-based, not-for-profit hospital system serving the healthcare needs of the Gulf Coast region. LCMC Health currently manages Children's Hospital, Touro, New Orleans East Hospital, University Medical Center New Orleans and West Jefferson Medical Center.