



COURTESY OF SPILLMAN FARMER ARCHITECTS



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**PLEASE, SUPPORT OUR LIFE-SAVING MISSION**



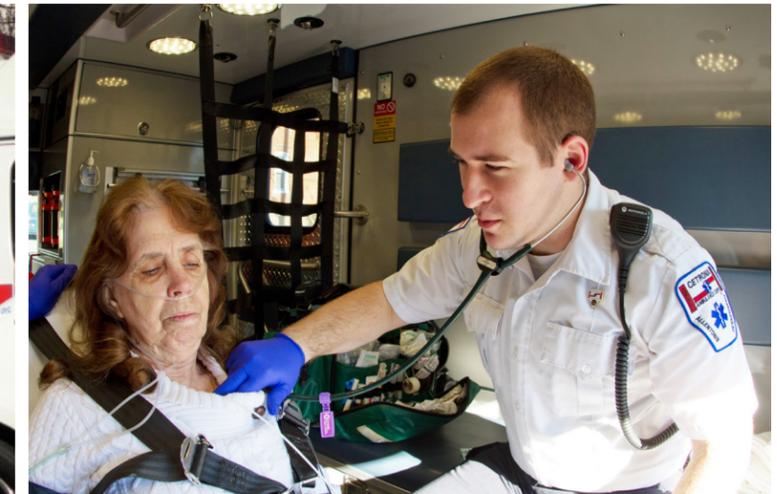
**JOINT OPERATIONS BUILDING**  
NEW REGIONAL EMS & MEDICO-LEGAL FORENSICS CENTER



At Cetronia Ambulance Corps, we recognize that in these challenging economic times a proposed multi-million dollar project is an ambitious endeavor. The leadership of Cetronia Ambulance Corps has been preparing for this project for more than ten years and has invested wisely in the future of the EMS system. The project will be funded through a combination of resources including the sale of the original Broadway operations facility, utilizing and divesting a portion of Cetronia Ambulance Corps investment funds, utilization of Redevelopment Assistance Capital Program funds, approved low-interest construction loans, partnering with other healthcare-related organizations, securing regional and local grants, and pursuing capital campaign support from the citizens of the Greater Lehigh Valley.

LARRY WIERSCH, CEO

**CETRONIA**



“The enhancement of emergency preparedness and forensic capabilities as well as the wealth of potential for job creation and economic growth that this project promises for the Lehigh Valley makes it a significant, viable opportunity to change the course and the lives of many of our commonwealth’s citizens. In short, it makes this project priceless.”

-- Governor Tom Corbett  
February 2012



## HELP US SAVE LIVES

Making a gift in support of the Cetronia Ambulance Corps Capital Campaign is one way you can support our life-saving mission. However you choose to support us, you will help shape the future of pre-hospital emergency care in the Lehigh Valley and help Cetronia Ambulance Corps to advance the emergency medical services, medical transportation, and public health & safety in our community.

For more information on how to make a gift, please contact:

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Director of Development  
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Online giving at:  
www.cetronia.org

In our quest to become the regional leader in emergency medical services, transportation and community health resources, Cetronia is changing the way EMS works. Our investment in a High Performance EMS system, unlike any other in the state, utilizes advanced technology and processes to further reduce response times and optimize resources. Cetronia Ambulance Corps received the Gold Standard of Organizational Excellence from the Commission on Accreditation of Ambulance Services (CAAS) in 2008, and remains the only service in Eastern Pennsylvania to achieve this distinguished honor. This national accreditation signifies that our organization exceeds state and local standards and it recognizes our core values, our processes and all the things we do to best serve our community and our customers.

The population projections for the next twenty years in the Lehigh Valley, especially for the 65+ population, are staggering. Cetronia Ambulance is embarking on a major expansion to meet the anticipated demand for emergency medical services and medical transportation, which will position the organization for continued growth, leadership, joint operations, and optimal service delivery well into the future.

We strongly believe that a regionalized approach to public health and safety is in the best interest of our community. As part of our unique collaboration with Lehigh County, we will expand the capabilities for response to emergencies, natural disasters, and every day medico-legal events. It will lead directly to revolutionary advances in pre-hospital emergency care, resulting in more lives saved. These advances will have profound impacts both locally and regionally. As part of this cooperative arrangement, Cetronia Ambulance Corps is committed

## WHEN A COMMITMENT TO SAVING LIVES GOES FROM ORDINARY TO EXTRAORDINARY



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to building an 80,000+/- square foot regional emergency medical services, education, and medico-legal forensics center, which will:

1. Provide enhanced security for Cetronia’s fleet, along with the county’s emergency vehicles and equipment to assure a rapid response for homeland security concerns, terrorist threats, and natural disasters.
2. Enhance community public health training programs through public and private usage of our educational center
3. Be capable of expanding Cetronia’s existing command center to assist regional emergency operations
4. Open new opportunities for medical training for all regional EMS, healthcare, and public safety personnel

## HELP BUILD THE FUTURE OF PRE-HOSPITAL EMERGENCY CARE IN THE LEHIGH VALLEY



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