



PRESS RELEASE

First Aid for children – W&P supports initiative for primary schools in Munich

[02.09.2013] Dozens of health emergencies occur in Munich metropolis each day – from stroke through leisure accidents or cardiac arrests to industrial and road accidents. Before the arrival of the medical care team, patients or casualties rely on help by friends, relatives or even strangers. This “First Aid” or the administration of primary measures on the patient plays a decisive role in the outcome of every health emergency. Unfortunately, when faced with the situation, this is often not done out of helplessness among other reasons or even out of the fear of acting wrongly and causing more damages.

Particularly children repeatedly show a great interest in the work of rescue services. They approach sick and injured persons with less insecurity than do adults. The earlier they get accustomed to the application of First Aid the better.

Following the initiative of K&L Publishing House and the financial support of Dr. Wieselhuber & Partner GmbH, the Air Rescue Center Christoph 1 with its emergency rescue helicopters and children of primary schools in Munich within the area of operation of Christoph 1 will be receiving a copy of the exercise book “First Aid for children” free-of-charge at the start of the new academic year in September 2013.

The siblings Mario and Olivia and Dackel Waldi explain playfully in this exercise book that is illustrated in comic pictures, what should be done in the event of swimming accidents, burns and injuries or accidents and how emergency calls can be made.



Dr. Wieselhuber & Partner GmbH
Unternehmensberatung

“A great action asserting and showing an important counterpoint that there is also another solution in these times of dwindling civil courage and growing anonymity in big cities like Munich”, says Prof. Wieselhuber, founder of W&P.

During a guided tour of the emergency rescue helicopter station “Christoph 1”, he and Gustl F. Thum, Manager for Marketing/PR at W&P handed over a check covering money that has been donated for this action, to the team of Christoph 1, on behalf of K&L Publishing House.

Brief portrait of Dr. Wieselhuber & Partner

Dr. Wieselhuber & Partner (W&P) is an independent, cross-sectoral top management consultancy company working for family enterprises and the business units and subsidiaries of group companies of different sectors. It specializes in the corporate structural fields of strategy, innovation and new business, management and organization, marketing and distribution, operations and the sustainable elimination of corporate crises through restructuring and financing. With its head office in Munich, Dr. Wieselhuber & Partner offers its customers comprehensive sector and method-based know-how laying claims to the sustainable and permanent boosting of the growth and competition potentials, earning power and the corporate value of its client.

Media contact:

Gustl F. Thum
Dr. Wieselhuber & Partner
Corporate Consultancy
Nymphenburgerstraße 21
80335 Munich
Telephone 089 28623-265
Facsimile 089 28623-290
Email thum@wieselhuber.de