



*We Make Learning to Save Lives Easy®*

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## **FOR RELEASE**

### **HSI Rewards: New Business Development Resource Program Now Available**

April 13, 2010 – EUGENE, OR - Health & Safety Institute (HSI) is pleased to introduce the HSI Rewards program, created to assist HSI Training Centers and Instructors in growing their businesses.

The new rewards program provides resources, promotion support, and funding for marketing initiatives, and is available to HSI Instructors and Training Centers. There is no fee for the overall program and exclusive discounts and special offers from corporate partners will be offered as well as these unique benefits and features:

- **Online Training Center Directory** – Promote your training center to potential clients through a searchable database on hsi.com.
- **Event Co-Marketing Grants** – Financial assistance to participate in local or national events to advance your training business.
- **Lead Accelerator** – Contacts and leads provided by HSI for local training and business opportunities.
- **Campaign Center** – Easily personalized, professionally designed campaign and promotional materials.

“The goal of HSI Rewards is to provide tools which help our Training Centers and Instructors increase their business, develop their professional skills, and reach out to potential clients,” explains Jon Caplan, Vice President of Marketing at Health & Safety Institute. “We anticipate adding additional features in the future as we partner with our HSI Rewards participants and discover which resources benefit them the most.”

To learn more about the HSI Rewards program or to join our network of professional emergency care, safety and health educators, visit [hsi.com](http://hsi.com).

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**Health & Safety Institute** ([www.hsi.com](http://www.hsi.com))

Eugene, Oregon-based Health & Safety Institute (HSI), the largest privately held emergency care and response training organization in the world, joins together American Safety & Health Institute (ASHI), MEDIC First Aid, 24-7 EMS, 24-7 Fire, EMP Canada, and First Safety Institute (FSI).

Through more than 16,000 training centers and 200,000 professional emergency care, safety and health educators in the United States, Canada, and many countries around the globe, HSI companies have certified more than 13 million emergency care providers. HSI's vision is to be the preferred training resource for safety and health training centers.

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