



PRESS RELEASE

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MEDSTAR ADDS PUBLIC INFORMATION OFFICER
Ambulance service enhances communication with media, public

April 30, 2009 (*Fort Worth, Texas*) MedStar Emergency Medical Services, the ambulance provider for Fort Worth and 14 surrounding cities, has enhanced its efforts to communicate more efficiently and effectively with the media and public by adding a staff member focused solely on these efforts.

Lara Kohl has joined the MedStar team as Public Information Officer. Lara will serve as the first point of contact for the media, responding to information requests about the organization and the incidents crews respond to. Enhanced community outreach and education through publications, the Web and community events will also be her focus.

For the past five years Lara worked as Public Involvement Manager for the North Central Texas Council of Governments where she oversaw media relations, publications and community outreach. Lara started her professional career as a newspaper reporter in Wichita, Kansas and Tucson, Arizona. She has a Bachelor's degree in Communications from Wichita State University.

Lara can be reached at her office number, (817) 632-0507, her MedStar cell phone number (682) 225-7113 or lkohl@medstar911.org.

About MedStar

MedStar is the exclusive emergency and non-emergency ambulance service provider to 15 Tarrant County cities including Blue Mound, Burleson, Edgecliff Village, Forest Hill, Fort Worth, Haltom City, Haslet, Lakeside, Lake Worth, River Oaks, Saginaw, Samson Park, Westover Hills, Westworth Village, and White Settlement. Established in 1986, MedStar provides advanced life support ambulance service to 414 square miles and more than 830,000 residents in Tarrant County. MedStar responds to more than 92,000 emergency calls per year with a fleet of 47 ambulances.

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