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Lord Wedgwood Charity Events Help Make Alabama Schools Heart Safe

BIRMINGHAM (March 31, 2014) – National and local sports celebrities will mingle amongst locals for two days of exceptional dining, entertainment and golf on April 27-28 at the Wedgwood Blue Dinner and Concert and at the 12th Annual Lord Wedgwood Links to Life Celebrity Golf Classic. The two-day event supports efforts of the Lord Wedgwood Charity, Children’s of Alabama and Alabama LifeStart to place automated external defibrillators (AEDs) in schools across the state. Alabama LifeStart works to educate students on AED’s in an effort to help reduce the number of cardiac-related deaths in Alabama.

This year’s event will be held in honor of the late Lord Wedgwood who passed away in January. His work will continue to serve as a lasting legacy and symbol of his dedication to others.

The Wedgwood Blue Dinner kicks off the series of events at WorkPlay (500 23rd St. South) on Sunday, April 27 with notable names from the world of sports such as Tim Brando, Bobby Humphrey, TR Dunn, Condredge Holloway, CM Newton, Martin Newton, Jack Crow, Bill Oliver, former Atlanta Braves players Chris Hammond and Greg McMichael as well as many others.

Led by Rick Neuheisel, honorary chairman of the 2014 Lord Wedgwood Links to Life Celebrity Golf Classic, many well-known athletes, coaches, and former players will join fans and supporters for a dinner prepared by George Sarris and Yellow Bicycle Catering Company. The evening will also include entertainment from The Negotiators Band, as well as live and silent auctions. Cocktails will begin at 5:30 p.m. with dinner and a live auction starting at 7 p.m., and the concert will conclude the evening.

The live auction will include items such as: Master’s Practice Round VIP and Hospitality Tent Tickets, Arnold Palmer signed putter and personal letter, chef-attended dinner for 20 at The Fish Market restaurant (Southside), signature pieces of Wedgwood China and Waterford Crystal, jewelry from Bromberg’s, luxury travel and much more.

On Monday, April 28, the 2014 Lord Wedgwood Links to Life Celebrity Golf Classic will tee off at Shoal Creek (100 New Williamsburg Drive) at 10 a.m. The playing field for this year’s tournament is limited to only 20 teams of four players. Registration begins at 8:30 a.m.

Ticket Information:

- All of the Wedgwood Blue Dinner’s evening festivities on Sunday, April 27 at WorkPlay (including cocktails, dinner, auctions and concert) are open to the public and cost $140 per person.

- Each individual golf tournament playing spot costs $1,250 and includes two tickets to the Wedgwood Blue Dinner and two tickets to The Negotiators Band concert on the evening before the golf tournament.

- Foursome teams are $5,000 and include a celebrity member as the fifth person on the team. Each member of the foursome receives two tickets to the Wedgwood Blue Dinner and two tickets to The Negotiators Band concert.

- Dinner ticket information and golf tournament registration are available by contacting Lance Evans at (256) 452-2900 or lance@lwcharity.com or by going online to www.lwcharity.com. More information on the charity and a complete list of participating celebrities and auction items are available at www.lwcharity.com.
About the Lord Wedgwood Charity

After suffering a major heart attack while playing golf in Birmingham in 2001, Lord Piers Wedgwood, international ambassador for Wedgwood China and Waterford Crystal, and member of the British House of Lords, was inspired to give back to the community. Following his recovery, Lord Wedgwood formed the Lord Wedgwood Charity with Birmingham-based business leaders to help place AEDs in high schools and community gathering places. Lord Wedgwood and long-time friend and business partner, Frank Bromberg, III, along with Floyd Larkin and Robbie Robertson, created the Lord Wedgwood Links to Life Celebrity Golf Classic to raise funds. Since its establishment, the Lord Wedgwood Charity has placed AEDs in Alabama, Georgia, Tennessee, Florida, Virginia, Mississippi, Louisiana Pennsylvania and Texas.

More information is available at www.lwcharity.com.

About Alabama LifeStart

A 2007 survey conducted with the Alabama State Department of Education identified 71 public high schools and 107 public middle schools in the state with no AEDs on campus, including 20 school systems without AEDs in any schools. Cris Brown, working with Dr. Yung Lau and Barbara Mostella of UAB, created Alabama LifeStart to address this need. Before the new initiative was expanded statewide, a grant from Children’s of Alabama funded a pilot program that was conducted in the Black Belt where there was a high concentration of schools lacking the devices. Brown has managed the project since its inception.

Defibrillators save lives by automatically diagnosing potentially life-threatening cardiac conditions and treating them through defibrillation — the application of electrical therapy allowing the heart to reestablish an effective rhythm. As of 2011, every public middle, junior and senior high school in the state was equipped with at least one AED thanks in large part to a partnership of Alabama LifeStart, Children’s of Alabama and Lord Wedgwood Charity. Unfortunately, few staff and even fewer students know how to use them and some have only limited access to the equipment. In some schools, the equipment is housed in areas that are distant from the place where an emergency is most likely to occur such as the athletic field or gymnasium. The training and the installation of a second AED will improve the school’s ability to respond quickly and effectively to sudden cardiac arrest. School nurses will conduct the training.

About Children’s of Alabama

Children’s of Alabama has provided specialized medical care for ill and injured children since 1911, offering inpatient and outpatient services throughout central Alabama. Last year, families made more than 670,000 outpatient and nearly 14,000 inpatient visits to Children’s from every county in Alabama and from 41 other states and four foreign countries. With more than 2 million square feet, Children’s is the third largest pediatric medical facility in the U.S. and has been ranked among the top children’s hospital programs in the country for the past three years by US News & World Report. More information is available at www.childrensal.org.