



FARLEY BOYLE

Model Mom

Founder And Executive Director, C.H.A.S.E. For Life

Farley Boyle is a fashion model with over 15 years experience and success with numerous magazine covers, advertising campaigns and editorial spreads to her credit. She is currently starring in the Discovery Health Network's "Runway Moms" - a television series devoted to the lifestyles of supermodel moms. Farley says her proudest achievement isn't just her three beautiful children, but

the fact that she and her husband were able to properly administer CPR and save their 2-year-old daughter, Chase, from a drowning accident. As it turns out, taking a simple infant/child CPR course was the smartest investment the parents of these three small girls ever made.

Farley was so grateful for this second chance at life and wanted to give back immediately upon being released from ICU with Chase, so she organized an in-home CPR clinic for 30 family members and friends. The Little Silver, New Jersey EMT squad, responsible for responding to Chase's call that near fateful day, provided the education that evening. Only 10 days later, a friend who had attended the clinic rescued her niece in a choking incident. Recognizing that she had "paid it forward" in such a short amount of time, Farley decided to take things to the next level. Farley collected \$2,000 worth of donations on behalf of the EMT squad and realized she could make a difference, even if by just one clinic at a time.

In 2005, she created C.H.A.S.E. for Life, a 501 (c) (3) tax exempt nonprofit organization with a mission to make Infant/Child CPR and Choking Maneuver education free and readily available to the nation. Dedicated to CPR/Heimlich Awareness Safety Education, C.H.A.S.E. for Life works in collaboration with EMS squad volunteers and hospitals and has developed programs and community outreach initiatives that provide education, free instructional resources and training to families, childcare providers and the community at large.

Farley is giving this education a facelift by modernizing the look of resources available to the public. By creating universal appeal with updated images and animation, she is making this education a user-friendly hot topic. "You don't have to be certified to save a child's life, you have to be educated," says Farley. "I don't understand why you leave a drugstore with a prescription that has a set of instructions yet you leave a hospital with a new life without any." C.H.A.S.E. for Life wants to empower anyone that has a hand on a child with those lifesaving instructions. Farley feels that this education should be mandatory and readily available, not optional. Her long term goal is to change legislation at the national level making it mandatory that all hospitals provide new mothers with infant/child CPR training before they are discharged with their newborns.

<http://www.chaseforlife.org/>

<http://www.chaseforlife.org/videos/trailer.html>

(Please view video)

<http://www.mandjshow.com/videos/cpr-for-infants/>