



COMMONWEALTH OF VIRGINIA
Office of the Governor

Timothy M. Kaine
Governor

FOR IMMEDIATE RELEASE
April 24, 2007

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**GOVERNOR KAINE ANNOUNCES DISTRIBUTION OF
INNOVATIVE VIRGINIA PRODUCT IN JAPAN**

~Lynchburg company's CPR Teddy™ to be marketed to Japanese parents~

RICHMOND – Governor Timothy M. Kaine today announced a new distribution agreement between Lynchburg-based Trainikins, Inc. and IMI Co, Ltd. to sell the Japanese version of CPR Teddy™ in Japan. CPR Teddy™ is a non-threatening tool created to teach new parents how to save their baby if he or she chokes or stops breathing. Trainikins donated 30 CPR Teddy™ bears to Dr. Shigeaki Hinohara, Chairman of Tokyo's St. Luke's International Hospital, last week.

“This innovative product created by a Virginia company can teach Japanese parents how to provide an immediate response to children in respiratory distress and may save critical time and lives,” said Governor Kaine. “The unique Virginia tie-in makes the roll-out at St. Luke's Hospital in Tokyo all the more special.”

Trainikins, Inc. was incorporated in Virginia in July 2003 by Dr. Elroy Cantrell, a practicing emergency room physician, and his daughter, Melissa Waugh, a health care attorney, for the purpose of developing and manufacturing unique CPR practice aids to help people remember their skills long after taking a CPR class. Trainikins is a wholly-owned subsidiary of Elcare Innovations, Inc., which was also founded by Cantrell and Waugh. Elcare is a medical device research and development company.

The CPR Teddy™ bears will provide instruction translated in Japanese. St. Luke's International Hospital was chosen as the recipient of the donated bears because of its direct ties with Virginia. The hospital was founded by Dr. Rudolf Bolling Teusler, an 1894 graduate of what is now known as VCU Medical Center in Richmond, Virginia. Virginia's medical community also organized and provided financial and medical support when Tokyo suffered a devastating earthquake in 1923 that killed 200,000 people.

“Trainikins is thrilled to provide this life-saving tool to a Japanese hospital so closely tied to our state,” said Melissa Waugh, Trainikins’ president. “We hope that our gift will enable a Japanese parent or grandparent to save the life of their child or grandchild in a breathing emergency.”

CPR Teddy™ is a non-threatening tool to practice and learn infant and child choking rescue and CPR skills. By squeezing the bear’s paw, a voice reviews the steps for choking rescue and CPR before starting a two-minute practice session of those skills. A disposable mask and airbag lets users see if they are blowing the right amount into a baby’s lungs. CPR Teddy™ comes with an infant and child CPR training DVD that provides information on CPR, choking rescue, first aid and childproofing homes and vehicles.

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