

Master CPR Undergoes Corporate Rebrand To Annuvia

MasterCPR has reinvented itself to better provide life-saving equipment and wellness, CPR, and first aid training programs to companies nation-wide.

September 15, 2008 (FPRC) -- SAN FRANCISCO -- MasterCPR announces its company rebrand under the Annuvia name. The rebranding is expected to provide beneficial results for Annuvia, its clients, and the national community.

In 2004, MasterCPR was founded under the mission of creating high-quality products and services to protect the health and safety of individuals in the workplace. Master CPR's philosophy has resonated with numerous companies, and many nation-wide continue to follow suit: The company acquired over 500 business clients in a short 4 years.

With the company's strong efforts in fulfilling its mission underway, the new focus has shifted towards the future. Thus, the change to the Annuvia brand was decided upon.

"We at MasterCPR have been working diligently over the last nine months to create a new brand through which we can grow for years to come ... A brand that demonstrates to the market our youthfulness, our professionalism, and our passion ... A brand that does not limit us to a set of products or services. Annuvia will allow us to achieve all of these goals. Annuvia comes from a Sanskrit word meaning 'to rejuvenate' or 'to restore life,' which describes both the products and services we provide, as well as the positive impacts we make throughout communities across the country," explains Joseph Novello, CEO of Annuvia. (<http://www.annuvia.com>)

One way in which Annuvia is differentiated from its competitors, is in its values of empowerment. The company provides clients with comprehensive corporate emergency response planning and encourages them to maintain a positive outlook on difficult situations.

"Gone with the negativity of death, dying, injury, and illness, our logo is a sign of rejoicing -- an act that we (unlike any other in our field) embrace before, during, and after 'action.' Too often, individuals are reticent to respond during emergencies, and corporations do not provide employees with true life-changing corporate wellness programs. Individuals and organizations who counter this status quo should be celebrated," states Novello.

Today with nearly 40 employees, 250 years of professional emergency medical experience, more than 5,500 combined cardiac codes, and hundreds of professional clients, it is apparent that Annuvia is well on its way to becoming the number-one leading provider of life-saving equipment and wellness, CPR, and workplace safety training programs in the nation.

About Annuvia: Annuvia (<http://www.annuvia.com>) is one of the leading health, safety, emergency preparedness, and emergency response organizations in the United States. Annuvia works with a variety of clients across the Nation, ranging in size from Fortune 100s to government agencies and non-profit organizations. The goal of all Annuvia programming efforts is to create healthier, safer, and better-prepared communities and organizations.

Contact Information

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