

PRESS RELEASE

Masimo Honored with FDNY 'Flag of Heroes'

Feb 13, 2008

end picture

DANA POINT, CA - Recently, Masimo was recognized with the New York Fire Department's (FDNY) highest honor - the 'Flag of Heroes' - in appreciation of the company's tremendous contribution to the lifesaving efforts of the FDNY and the greater public health in the battle against the 'silent killer' known as carbon monoxide (CO) poisoning.



The 'Flag of Heroes' is one of only 3,000 U.S. flags that was previously flown at half mast on the first anniversary of the terrorist attacks at the World Trade Center on September 11, 2001. The limited-edition flag contains the names of 343 brave FDNY men and women and emergency services personnel who gave their lives in service, to save others on 9/11.

Joe E. Kiani, Chairman and CEO of Masimo stated; "Since we first debuted our invention of Masimo SET in 1995, we have received dozens of honors, but none have touched me more than this one. The 'Flag of Heroes' is a compelling symbol of the brave and unselfish contribution of 343 of FDNY's finest lifesavers. During the presentation, representatives of the FDNY EMS Command told us that they have already saved numerous lives with our invention and count us among their heroes because we have provided them with a product that not only saves the lives of their patients, but is also saving the lives of firefighters and rescuers."

Tags > [Carbon Monoxide Screening](#) • [EMS Heroes](#)



Be the first to comment

Please [sign in](#) or [register](#) to write your own comments below. Before commenting, please read [EMS1's Commenting Policy](#)