



**The First Twenty**  
Where it Begins

January 21, 2019

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## Penn Medicine, Brian Dawkins, and The First Twenty partner to help firefighters across The Delaware Valley.

*Free health screenings and program enrollment  
for area first responders.*

Through a partnership with Penn Medicine, The First Twenty is proud to offer its groundbreaking wellness program to firefighters in the Delaware Valley. The program kicks off at 8:00 a.m. February 10th, in room #101 of the Smilow Center at the University of Pennsylvania. Philadelphia Eagles Hall of Famer Brian Dawkins will deliver the keynote address.

The First Twenty is a Philadelphia based nonprofit dedicated to the health and wellness of the American Firefighter. Their clinically proven program includes free workshops, personalized programming, health coaching, and training for area firefighters and first responders.

The First Twenty program was proven effective through a two-year clinical trial funded by a grant from FEMA. "The FEMA grant is a real game changer," says First Twenty founder and CEO David Wurtzel, "it gives us empirical data that proves the program works."

Through its groundbreaking Mission Twenty partnership with Penn Medicine, The First Twenty is now set to expand into the Delaware Valley.

"When David Wurtzel introduced us to the program, it really resonated," said Dr. Jana Goldberg. "We were shocked and saddened to learn that heart attack is the leading cause of death in firefighters and want to do everything we can to help."

Philadelphia Eagles legend, Brian Dawkins will deliver the keynote address at the Feb. 10th kickoff and share insights into the mindset that enabled him to perform at peak levels through his Hall of Fame Career. "I watched Dawkins play and I've heard him speak," said Wurtzel. "He uses the same techniques we utilize in our program and I can think of no one better to represent The First Twenty, Penn Medicine, and the firefighters of the Delaware Valley."

The February 10th kickoff event will also feature a presentation from United States Air Force Academy Fire Chief, Kenny Helgerson who believes The First Twenty program is... "one of the most important tools available to manage the stress of emergency response."

All firefighters in attendance will receive a free enrollment into The First Twenty's fitness and wellness program.



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*The* **FIRST  
TWENTY**



**WE  
WANT  
YOU  
IN OUR  
PROGRAM!**



# JOIN US FOR OUR KICKOFF WORKSHOP

## **Brian Dawkins**

*Philadelphia Eagles Hall Of Famer*

The Eagles legend gives the keynote address, talks about how he creates his game-day mindset and provides you with insights into developing your own "Hall of Fame" attitude.

### **ABOUT OUR PROGRAM**

Our team of experts will introduce you to proven concepts that will help you:

- ★ Reduce stress
- ★ Achieve greater resiliency
- ★ Lose a few pounds
- ★ Get in better shape
- ★ No gym required

**Saturday, Feb. 9th ★ 8am-12pm**

Penn Medicine/ Smilow Center, 1-101  
Rubenstein Auditorium  
3400 Civic Center Boulevard  
Philadelphia PA, 19104

### **SIGN UP TODAY**

Buddy up with a fellow firefighter to participate

[www.thefirsttwenty.org/bdawk](http://www.thefirsttwenty.org/bdawk)

★ **FREE** TO THE FIRST  
200 FIREFIGHTERS ★