



LIFE-PRIORITY



Eric ABIDAL, signs on as defender of FC Barcelona and AMBASSADOR of LIFE-PRIORITY Fund

BRUSSELS, BELGIUM - Eric ABIDAL, 32, the world-reknown French football player often known as “King Abidal” on the field renewed his contract with FC Barcelona and simultaneously **announced that he will act as Ambassador of the LIFE-Priority FUND**. Abidal chose this crucial time to make the announcement of his commitment to help critically ill patients in order to shine more light on what he feels is a life-saving cause.

In March 2011, Eric ABIDAL was admitted to an Intensive Care Unit (ICU) after emergency surgery for the treatment of a liver tumor. Through his experience, Eric ABIDAL realised firsthand the importance of the work performed by Intensive Care teams. After his recovery, he decided to do whatever he could to help these specialised professionals save more lives and improve patient experiences both during and after ICU treatment. In his words: Supporting intensive care is important **“Because our life is their priority, (we must) be together with LIFE-Priority... (we must) learn and give...”**

Through better science, better education and improved outreach we can make a difference in the lives of the sickest and most vulnerable patients. **LIFE-Priority Fund** is organised and supported by the European Society of Intensive Care Medicine (ESICM), a Brussels based non-for-profit organisation which among other activities, supports research into better strategies for managing acutely ill patients, education of caregivers and initiatives to improve the experience received by patients and their families whilst in the ICU.

Raising awareness about the importance of learning lifesaving skills or “CPR” in case of cardiac arrest is at the top of the **LIFE-Priority Fund’s** agenda. Utilising proper lifesaving techniques immediately after a cardiac arrest improves patients’ chances of reaching hospital and provides ICU teams with greater opportunities to save lives. **LIFE-Priority Fund** organises the “Wheels of Life” Tour in partnership with major football clubs across Europe to teach members of the public critical emergency skills as well as allow them to see inside of a mobile ICU.

Despite considerable improvements in modern medical treatments, too many patients still die after developing an acute illness. Continued advances in Intensive Care are essential to the development of other medical disciplines. With your help, **Eric Abidal** and the **LIFE-Priority FUND** will continue their efforts to raise public awareness and engage with ICU professionals to improve treatment and care of those whose lives are immediately threatened.

More information: www.life-priority.com

www.facebook.com/Eric.Abidal.Officiel/ / <http://www.facebook.com/pages/Life-Priority> (LIKE us and show your support!)

*The scientific activities of the LIFE-Priority Fund are organised by ESICM,
European Society of Intensive Care Medicine*
www.esicm.org



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