



FOR IMMEDIATE RELEASE

American Sand Association
PMB 108
1911 Foothill Blvd.
La Verne, CA 91750

CONTACT:

Michael Sommer — (714) 979-2560 xt. 107
ASA Media Affairs Chairman

DATE:

February 27, 2008

HEADLINE:

K.C.D.F. STEPS UP TO AID DUNE'S EMERGENCY SERVICES

BODY COPY:

The ASA wishes to compliment the efforts of a new organization who built upward from the ashes of tragedy. The tragedy was an April 9, 2006 sand rail accident that took the life of Kris Frick in the Imperial Sand Dune Recreational Area (ISDRA).

When Kris was injured, it took more than one hour to get medical help to him. Because that help came too late, he died before reaching the hospital. From this, his family and friends learned the hard way about the limited availability of effective and timely ISDRA Emergency Medical Services.

Since Kris' death, these good folks — who nicknamed him "Chili Dog" — have taken steps to correct the situation. To that end, they have formed the Kris "Chili Dog" Frick (KCDF) Public Benefit Corporation, a non-profit organization whose mission is aimed at increasing dune rider safety awareness and conducting fundraiser's to enhance medical service in the ISDRA.

Over the past several months, the KCDF Corporation has made their mark on the northern dunes of the ISDRA. Providing the Bureau of Land Management (BLM) EMT's with equipment along with a place to refresh between calls, has proven KCDF's efforts most valuable to the BLM.

In a recent ISDRA Technical Review Team meeting, the BLM formally reported on the value of the El Centro Regional Medical Center, Gold Cross Ambulance, United Desert Gateway, Pioneer Memorial Hospital, in addition to the KCDF. In particular, they cited the example of a past early morning rescue of several injured ISDRA visitors where the KCDF organization shined brightly. Neil Hamada, BLM ISDRA Manager said, "The KCDF partnership has already proven its benefits. Their donated resources have put emergency medical services on the ground at no additional cost to the visitors and saved lives." The value of the KCDF equipment during periods when BLM EMT's are not available was clearly evident.

The American Sand Association would like to applaud the efforts of this new organization and thank them for the valuable contributions they've made to all duners!

KCDF can be located on-line at <www.krisfrick.com>.

###

About the American Sand Association

The American Sand Association is a non-profit organization of approximately 31,000 members dedicated to preserving the use of public lands for sand sport enthusiasts' use, improving OHV safety and promoting responsible land use. Some local sand sport areas include the Imperial Sand Dunes, Oceano Dunes (Pismo Beach) and Dumont Dunes in California, Sand Mountain in Nevada and Hotwell Dunes in Arizona. The ASA is an all-volunteer organization with no paid staff. We rely on the financial support of sand sport enthusiasts and small businesses. Most of the members are family-oriented, have a rich family history going back for generations enjoying the sand sport; and most have a significant financial investment in their equipment, gear and campers. Additional information can be found on our web site at <www.americansandassociation.org>.