Acadian Ambulance Membership Drive

The Acadian Ambulance Service membership drive reached its traditional dynamic conclusion Friday with an overwhelming rush of last minute applicants. Spokesman Richard Zuschlag, who has directed each of the firm's ten annual drives, said Friday's tabulations will certainly put us at that figure or very, very close. Whatever the final total, we have exceeded last year's enrollment by at least 6,000. This is extremely rewarding, and we certainly consider this a victorious campaign.

As the drive closed Friday, memberships totaled 111,322, according to Zuschlag. "It is easily conceivable that we will reach or exceed our goal," he said. "There are many applications still to be counted from banks in outlying areas, and there will be a large volume of mail applications reaching our offices on Monday. We will not have a final, official count for at least a week."

The final days of the campaign were highlighted by a "media blitz" featuring live broadcasts on four television stations and 28 radio stations. The massive media event is credited with again producing a last-day crush that approached 16,000 enrollments. Zuschlag said the communications media played a key role, along with the area banks, in making the drive successful. "There were dozens of individuals and organizations involved," he said. "But the broadcast and print media and the area financial institutions undoubtedly had the strongest favorable impact on the drive."

All parishes in the service area with the exception of St. Mary, Evangeline and Pointe Coupee had reached their goals by the Friday deadline. Strong increases were