

Community Honoree

Farley Boyle was a fashion model with over 15 years experience and success with numerous magazine covers, advertising campaigns and editorial spreads to her credit. She can still currently be seen starring in Discovery Health Network's "Runway Moms" - a television series devoted to the lifestyles of Supermodel moms. She graduated from college with a degree in Broadcast Communications thanks to a four year academic/athletic scholarship. Farley says her proudest achievement isn't just being a parent to her three beautiful little girls, but the fact that she and her husband Patrick were educated in basic life saving skills and properly administered CPR which saved their 2-year-old daughter, Chase, from a near death drowning accident. As it turns out, signing up for an optional infant/child CPR/Choking Maneuver course was the smartest investment the couple ever made.

Farley was so grateful for her daughter's second chance at life and wanted to give back immediately so she organized an in-home CPR clinic for 30 family members and friends. The Little Silver, New Jersey EMS squad, responsible for responding to Chase's call that near fateful day, provided the education that evening. Only 10 days later, a friend who had attended the clinic rescued her infant niece from a choking incident. Farley collected \$2,000 in donations on behalf of the LS EMS squad and realized she could make a difference, even if by just one clinic at a time. Recognizing that she had "paid it forward" in only ten days Farley decided to take things to the next level.

In 2005, she created C.H.A.S.E. for Life, a 501 (c) (3) tax exempt nonprofit organization with a mission to make Infant/Child CPR and Choking Maneuver education free and readily available to the nation. Dedicated to CPR Health Awareness Safety Education, C.H.A.S.E. for Life has produced cutting edge FREE resources and has developed programs and community outreach initiatives which provide free instructional training to families, childcare providers and the community at large. "C.H.A.S.E. for Life may have been born from a near tragedy but the breath that saved Chase's life will be far reaching and will save the lives of many others."

Under Farley's leadership, one of her MAIN goals has become a reality.....C.H.A.S.E. for Life has entered into a strategic partnership with The American Red Cross. This widely respected humanitarian agency and the universally recognized ARC brand will enable the C.H.A.S.E. mission to have a national/global impact. Reaching this incredible milestone in less than three years time was the C.H.A.S.E. for Life highlight of 2008.